

27 August 2008

**NEW MEDIA LOTTERY SERVICES PLC
("NMLS" or "the Company")
(Ticker: NMLS)**

BOARD APPOINTMENT AND ISSUE OF OPTIONS

The Board of New Media Lottery Services PLC, the gaming content and systems provider, is pleased to announce the appointment of Jane Dresner Sadaka to the Board as non-executive director. Jane was appointed on the 25th August 2008.

Jane has extensive financial experience having held executive positions at Kellner, Dileo & Co.; and Donaldson, Lufkin and Jenrette, both members of the New York Stock Exchange. She was also a Director of Western Resources, Topeka, KS, a New York Stock Exchange listed public utility company.

John Carson, Chief Executive Officer at NMLS, said: **"We are delighted to welcome Jane to the Board. Her wealth of experience will be invaluable to the Company as we develop our strategy and move forward. "**

The Board of NMLS also announces the issue of 600,000 options on the 25th August 2008 to certain directors of the Company as set out in the table below:

Director	Quantity	Option Exercise Price
Milton Dresner	200,000	3p
John T. Carson	300,000	20p
Nigel Blythe-Tinker	100,000	20p
TOTAL	600,000	

The above options total approximately 2.38% of the current issued capital. The options issued to Milton Dresner are in consideration of his having guaranteed certain bank loans to the Company. John T. Carson and Nigel Blythe-Tinker's options have been issued as part of their ongoing long-term incentive packages.

In addition to the above options to directors, a further 180,000 options have been issued today to five employees of the Company, with all exercisable at 15p each and a further 25,000 options have been awarded to another employee of the Company that are exercisable at 1p each.

Joseph Dresner, a previous Director of the Company, has also been awarded 200,000 options exercisable at 3p each in consideration of his having guaranteed certain bank loans to the Company.

All the options referred to in this announcement have a term of 5 years from the date of issue and can be exercised at any time by the holder.

New Media Lottery Services, Inc, an American corporation quoted on the NASDAQ stock market, owns 20,205,129 shares or 80.23% of the voting rights of the Company.

Milton Dresner (a Company Director) and Joseph Dresner, in turn own 7 million shares each of the 21,442,143 outstanding shares of New Media Lottery Services Inc,. Milton and Joseph Dresner also own 901,925 or 3.58% each of the shares in New Media Lottery Services, PLC.

Notes:

The following details are disclosed in accordance with Schedule 2 paragraph (g) of the AIM Rules.

Jane Dresner Sadaka, aged 54, has not held any corporate directorships or partnerships over the past five years; however, she does sit on the board of several charitable organizations as noted below.

New York University, Stern School of business Member, Board of Overseers
The Drawing Center Treasurer & Member, Board of Directors
Whitney Museum of American Art Member, Print Committee
DLJ Merchant Banking Partners, Advisory Board Member

Jane has no interest in the Ordinary Shares of the Company.

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About New Media Lottery Services Plc:

New Media Lottery Services Plc, based in Dublin, Ireland, supplies lotteries with a white label lottery system, games and management support to develop new income streams from digital lottery product distribution, including the internet, mobile telephony, interactive television and digital vending. NMLS secures long-term contracts with lottery clients and shares in the Net Win from these programmes.

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