

29 November 2007

**NEW MEDIA LOTTERY SERVICES PLC**  
**(“NMLS” or “the Company”)**  
**(AIM:NMLS)**

**LAUNCH OF NEW ONLINE SOCIAL NETWORKING SITE**

The Board of New Media Lottery Services PLC, the AIM traded supplier and white label operator of lottery systems and games for government sanctioned lottery programs and charities, is pleased to announce the launch of <http://www.lonely.ie/> in Ireland. The site has been launched to provide a forum for members looking to meet people and widen their social network.

**HIGHLIGHTS**

- Revenues will be derived from banner advertising and additional dating functionality features;
- The total Irish online display advertising market experienced 92% growth year-on-year for the first half of 2007;
- Site provides blueprint for similar opportunities elsewhere; and
- Site provides a high profile vehicle to promote NMLS lottery sites.

Lonely.ie currently offers free dating functionality and has all of the traditional online dating site features. Revenues will be derived from banner advertising and additional dating functionality features. The total Irish online display advertising market has experienced +92% growth year, on year for the first half of 2007 (source: IAPI BASE) and Lonely.ie aims to attract some of this growth in revenue.

Via the site over 25s will have the chance to widen their social circle in a relaxed and fun online environment that provides the possibility of finding another special lonely heart.

The site is supported by a comprehensive online and above the line marketing campaign. It was developed by Irish software development company Ionic and is managed by the NMLS marketing team in Dublin.

**---ENDS---**

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Notes to Editors:

### **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.

END

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