

SMARTPLAY'S MERCURY MODEL LANDS ON ITS 4TH CONTINENT: EUROPE

Edgewater Park, New Jersey (April 22, 2009) – Smartplay International, Inc. delivered a spectacular new Mercury 7 lotto machine to Latvijas Loto in March, placing this outstanding performer on its fourth continent. In addition to Latvia in Eastern Europe, Smartplay's Mercury is drawing lottery numbers in Central America, South America and Africa. Latvijas Loto is using their new air-mix Mercury, shown below, for the draw of their Džzokers game.

Edgars Ledinš of Latvijas Loto met with Smartplay during the WLA trade show in October. Smartplay was displaying the latest Mercury model at the show, where it attracted the attention and admiration of Ledinš. He found it to be a perfect match for their draw needs and immediately signed Smartplay to create their custom machine.



“Initially the Džzokers draw was conducted using a single drum Smartplay machine. Now, the new 7-drum Mercury machine saves TV time, making the draw faster and more attractive,” said Edgars Ledinš of Latvijas Loto.

Džzokers is a 6 digit game which was launched in 1997. Today it is the second biggest lottery product in Latvijas Loto, with a 19% share of its product portfolio. The lottery currently uses six of the seven available drums. They plan to begin using the 7th drum when a new Džzokers game is introduced. *(Info provided by the client)*

Established in 1993, Smartplay is dedicated to the creative design, development and manufacture of lottery drawing equipment. Over the years our product line has evolved in response to our clients' needs by incorporating the latest technology. We have maintained our position as the international leader in the area of lottery drawing machines and custom game show equipment. Our products are consistently chosen above other manufacturers due to our reputation for quality and reliability and we are proud to be the choice of the world's most prestigious lotteries.

Source: Smartplay International, Inc., Edgewater Park NJ, USA

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