

## VIETNAM SEES SMARTPLAY PRODUCT AT PACIFIC LOTTERY GAME SHOW LAUNCH

Edgewater Park, NJ (June 3, 2009)- Vietnamese television viewers will see *Smartplay* drawing equipment select the winning lottery numbers for them in July at the launch of their new, state-run lottery TV draw show. Pacific Lottery Corporation, Vietnam's only online lottery provider, announced the planned launch of a televised version of the Hanoi Lottery Draw in May and is looking forward to receiving the new equipment shortly.

The Calgary, Canada -based Pacific Lottery Corporation (PLC) contracted *Smartplay* to produce a customized *Mercury 10* drawing machine for this important launch. PLC is assisting in developing, marketing, and producing a daily 30-minute prime-time live TV draw show at the request of the Vietnamese Lottery authorities. Players will be able to view the show on the state-run television station. This arrangement is significant for PLC, the exclusive Vietnamese online lottery technology provider because this is the first time the government has granted permission to broadcast the daily lottery drawings live.

According to Pacific Lottery Corporation, they purchased the new drawing machines from *Smartplay International* because they wanted equipment from the world's leading supplier. The new draw equipment is expected to debut at the launch of the new Vietnamese TV Lottery show in July.

*Smartplay's* latest models, *Mercury 4* and *Magnum II*, will be exhibited at the European Lotteries Congress in Istanbul, Turkey June 8-11<sup>th</sup>. To see these two innovative draw machines, visit booth # 1 – Smartplay International.

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

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