

CALIFORNIA LOTTERY PICKS A WINNER WITH SMARTPLAY'S ORIGIN™ SYSTEM

EDGEWATER PARK, NJ (October 15, 2009) - Flexible, compact, secure and cost effective. It's no wonder the California Lottery decided Smartplay's Origin™ System was the best way to add more game dimension and diversity to their already strong on-line game offerings!

This week, California's state lottery contracted with Smartplay International, Inc. to replace their existing Random Number Generation (RNG) system which they have used for many years. With the Origin™ System, California has selected one of the strongest and highly secure products in the lottery industry. Despite all of its impressive features, Smartplay's Origin™ System remains very simple to audit and operate, two major requirements for lottery draw equipment.

With the new equipment, California upgrades to a technologically advanced computer platform containing animations and broadcast-quality graphics on a highly secure and triple-redundant random number software system. Daily Pick 3 and Pick 4 games will be drawn and animated directly from the new Origin™ System and be sent to the lottery's satellite uplink for broadcast across the state. Their system will also have inherent the ability to conduct raffle and 2nd chance games with populations as large as one billion!

"We've had a fantastic history with the California Lottery and this new contract gives us a chance to show them how much we continue to value their business," said Smartplay Vice President Tom Markert. "California can count on our secure and reliable products, as they have come to expect from our company," Markert said.

Smartplay representatives have been excited to announce recent Origin™ System purchases by **Pronósticos** in Mexico and also the **North Carolina Education Lottery** for various raffles and special event drawings.

The Origin™ System is currently in daily use by the **New Mexico Lottery, Arizona Lottery, Rhode Island Lottery, Washington State Lottery, Ohio Lottery, and Tennessee Lottery**. Significantly, the system has been selected as the means to conduct raffles by **New Jersey Lottery, New Mexico Lottery, New York Lottery, Ohio Lottery, Tennessee Education Lottery, Arizona Lottery, Washington State Lottery and Virginia Lottery**.

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