

## SMARTPLAY SENDS CRITERION II TO AZERBAIJAN REPUBLIC

**EDGEWATER PARK, NJ** (January 25, 2010) – The Azerbaijan Republic recently launched a national television program using Smartplay's equipment – a fully automatic Bingo Criterion II machine. Azerlotereya's Jahangir Ali-zadeh sought out Smartplay's expertise and equipment in January 2009, researching the styles and benefits of each machine. Mr. Ali-zadeh signed on for a Bingo Criterion II after meeting with Smartplay President David Michaud and Marketing Representative Mariana Burachok at the June 2009 European Lotteries Congress in Istanbul, Turkey.

After manufacturing, Smartplay provided a personalized training for the Azerbaijani lottery technician and Mr. Ali-zadeh via video conference. The Azerbaijani national lottery operator, Azerlotereya JSC, has only been in existence since 2001, according to press reports. But already they have discovered the durability and reliability of Smartplay's equipment.



*Azerlotereya's Jahangir Ali-zadeh meets with Smartplay Marketing Representative Mariana Burachok at the EL Congress in Istanbul to discuss the purchase of a Smartplay Bingo Criterion II drawing machine.*

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**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.