



Loterie Nationale in Mauritius adds zip to their lottery with a Smartplay prize wheel

When the young Loterie Nationale in Mauritius wanted to add diversity and excitement to their lottery games, they knew just where to turn: to Smartplay.

In Mauritius, Loterie Nationale operator *Lottotech* contacted Smartplay this spring seeking assistance with a new “Millionaire” game. After prior equipment purchases from other vendors, they knew Smartplay would best bring *Lottotech’s* creative ideas to realization. We fashion an assortment of exciting, world-class gaming equipment beyond the traditional draw machines, and each item is customized to please the taste of the lottery.

"It has been a very pleasant experience to work with Smartplay"

For Mauritius, we fabricated a 60-segment wheel with custom “Millionaire” logo in 8 short weeks at our New Jersey based facility. Their marketing team chose a traditional audible “clicker” to indicate the winning segment, along with three indicator lights at the base of the cabinet. Making this wheel more remarkable is the addition of LED lights to highlight the wheel base, giving it a more interesting appearance.

But Smartplay's service went far beyond presenting the wheel to Lottotech General Manager Jean-Pierre Desbiens. We made arrangements to film a marketing video for the lottery using the completed wheel. The final video became an integral part of *Lottotech's* marketing efforts. This was also an opportunity for Jean-Pierre Desbiens to visit our manufacturing facility and appreciate the wheel before it shipped to Mauritius. Mr. Desbiens

was introduced to our facility and staff, and had occasion to observe the work done in-house for our 178 clients.

Upon receiving the wheel in Mauritius, Draw Supervisor Chhayan Ringadoo declared the wheel to be “just beautiful”!

We “wish to thank you and the Smartplay Team for the whole process which went on very smoothly and thank you for all your clear explanations to our numerous queries. It has been a very pleasant experience to work with Smartplay,” stated Chhayan Ringadoo via email.

Scarcely a month after Mauritius received the new “Millionaire” wheel, we had the pleasure of hosting a visit from *Lottotech* Marketing Director Maurice Richard. We are proud to be involved in discussing state-of-the-art future game concepts and being a part of Loterie Nationale’s “spin” in the right direction.

Game wheels are a popular product line that Smartplay offers, along with other custom game show-styled equipment. Contact us for more creative gaming equipment to enhance your lottery!



David Michaud, Smartplay President, and Jean-Pierre Desbiens, Lottotech General Manager

Articles featured inside:

Estonia Collaborates with Smartplay to create multi-use draw machine (pg 2)

Smartplay helps Global PS Lotto Launch in Uganda (pg 2)

Smartplay goes miniature, making portable machines for Israel (pg 3)

Smartplay brings a creative idea to Vietnam (pg3)

New contracts (pg 4)



Smartplay goes miniature, making portable machines for Israel

Israel's lottery, Mifal Ha'pays, wanted to take their show on the road. But they didn't want to risk damaging their draw machines by moving them out of the studio. Through the cooperative effort of Mifal Ha'pays's Oded Kalina and Smartplay's President David Michaud, we redesigned our Multi Digit Gem and Saturn draw machines into miniatures versions of the full-sized equipment. They now have new, easily portable machines for the Israeli lottery to transport wherever they need. The travel-size draw machines will soon take their show on the road!

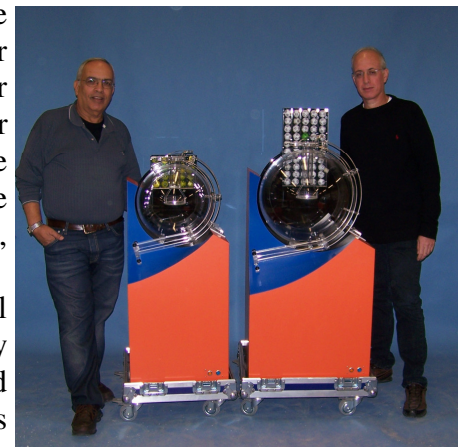


As in the standard models, the two Multi Digit Gems purchased are able to mix ten balls in each chamber and be operated by automatic remote control. Their six new custom-size Saturn draw

machines were designed with a smaller 46-centimeter chamber and 36-centimeter chamber. They are able to mix 50 and 20 table tennis balls, respectively.

Israel's, Mifal Ha'pays has wisely ordered security coded numbered table tennis balls especially for use in their traveling machines. The protective travel cases are an integral part of the machine, easily attaching to simplify transporting the machines to various locations.

The newly-designed machines are for the purpose of demonstrating their weekly drawings to curious players and to the general public throughout the country.



Oved Hazan, Director of Drawing and Payouts and Oded Kalina, Technical Support Manager

Estonia Collaborates with Smartplay to create multi-use draw machine

Smartplay recently created a new Criterion II draw machine for Estonia's lottery which can be used interchangeably for Keno and Bingo games.

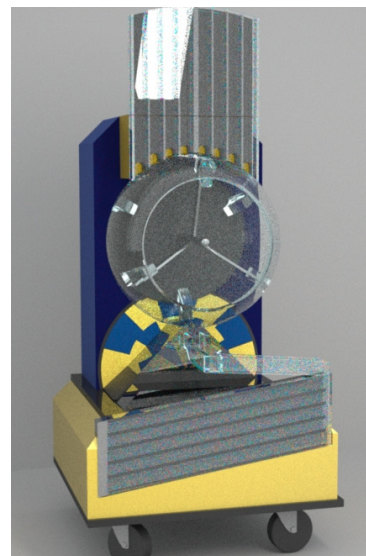
In July of 2009, the Estonian state-owned lottery organizer, Eesti Loto AS, began searching to replace their current 17-year-old Beitel machine. Peeter Kall, the lottery's department engineer, was in charge of finding a flexible machine for use in both Keno and Bingo games. Kall was seeking something more modern but just as reliable as the old Beitel machine.

In order for one machine to be capable of drawing both Keno and Bingo, Smartplay had to offer Eesti Loto AS a machine that could mix and select up to 75 balls. Their Keno game draws 20 winning numbers out of 60 while the Bingo game selects from 40 to 75 winning numbers. They evaluated our various product capabilities and chose a Criterion II machine. Historically, this model has only been used in Lotto games, but now with a custom request, Smartplay's engineers worked on producing a new Keno/Bingo Criterion.

Having a designer on staff gives Smartplay the advantage of providing the lottery with a choice of design options. Eesti Loto chose the color of the

machine to match their bright blue and yellow logo colors.

The versatile new machine is capable of using either rubber or "Smartballs." Peeter Kall and his team have opted to use Smartballs in their new Criterion and are in the process of investing in Bingo Smartballs as well. Eesti Loto AS, found in 1971, offers instant, Lotto, Keno and Bingo games.



Machine Rendering



Final Design

Smartplay helps Global PS Lotto Launch in Uganda



Ugandans are winning at their very own lottery game thanks to the recent launch of *Go Lotto*, a new game run by Global PS Lotto Investments. *Go Lotto* is featuring Smartplay equipment, custom-made Mercury 6 drawing machines, to draw their winning numbers.

Surasit Sangkhaphong, former Director General of the Thailand National Lottery, heads the newly formed Ugandan lottery. In a recent press conference, Global PS Chief Executive Officer Surasit Sangkhaphong said Global PS Lotto “will conduct business with unquestionable ethics, integrity and transparency.”

The selection of Smartplay equipment to draw their daily numbers fit perfectly with that vision. They requested manufacture of two new Mercury 6 models resting on bright sky blue cabinets with canary yellow accents.

Global PS Lotto “will conduct business with unquestionable ethics, integrity and transparency.”

Go Lotto was launched in March and features a monthly “Grand Draw” to award 50,000,000 UGX (Ugandan shillings) using the Mercury 6’s. They are also used to select the winning numbers for their weekly pick-2 and pick-3 games.

Global PS Lotto investment Company originated in the United Arab Emirates and is operating in partnership with Mena Sports Consulting Company, which holds the national lottery concession in Uganda.

They currently operate lotteries in United Arab Emirates, Thailand, Angola, Ivory Coast and Fiji and has recently acquired licenses in Tanzania and Zambia.

Smartplay brings a creative idea to Vietnam

Last fall Tuan Huu Nguyen from Tan Nhat Viet Co., Ltd of Vietnam visited with Smartplay International to place an order for new draw machines. During his first visit it was important for Mr. Tuan Nguyen Huu to familiarize himself with Smartplay and assess the quality of our products as well as the different equipment we offered. Mr. Tuan Huu Nguyen was accompanied by Hong Van Nguyen, the head of Tan Nhat Viet Co., Ltd.

After the visit an order was placed for seven custom Neptune draw machines. All had miniature CCTV cameras and LCD TVs imbedded into each cabinet for the public to easily see the selected numbers.



From left: Nguyen Van Hong and Nguyen Huu Tuan of Tan Nhat Viet Co., Ltd & Mariana

In January, Smartplay president David Michaud visited Tan Nhat Viet Co., Ltd. in Ho Chi Minh City and announced that they are now our agent in Vietnam. During his five day stay he visited four different lotteries interested in Smartplay equipment.

Smartplay has a happy partnership to announce: the union of company president David Michaud and his bride Gail Hogancamp. The couple shared an intimate marriage ceremony in July with their seven grown children as well as grandchildren, family and friends in attendance. Their Smartplay family wishes them a beautiful, happy future together.



Contract Announcements

63 new placements worldwide!

Africa

One **Standard Daily**
One **Phoenix II**
One **Millionaire Wheel**
Four **Neptune**
One **Wheel**



Europe

Seven **Custom machine**
Two **Custom Vault Machine**
One **Roulette Table**
One **Mercury 6**
One **Bingo Phoenix**

Middle East

Two **Mercury 7**
Two **Phoenix**

Caribbean

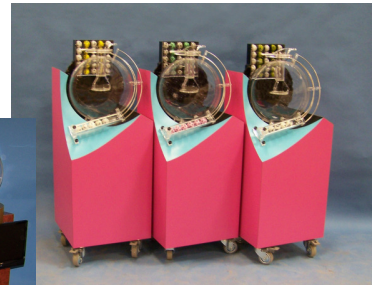
Three **Miniature Saturn**
Three **Emerald**

North America

Five **Multipick 5**
Three **Halogen II**
Two **Custom Pick 7**
Two **Custom Criterion**
Two **Multipick 4**
Two **Standard daily rental**
One **Phoenix rental**
One **Mixing Drum rental**

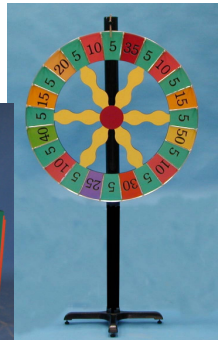
Asia

Two **MegaGem**
Two **Halogen II**
Two **Custom Saturn**
Four **Miniature Saturns**
Two **Custom MultiDigit Gem 6**



South America

Two **Mercury 4**
One **Emerald**
Two **Multipick 7**
Two **Saturns**



Smartplay International

1550 Bridgeboro Road
Edgewater Park, NJ 08010
USA

Summer 2010

