

MAURITIUS LOTTERY SPINS A SMARTPLAY MILLIONAIRE WHEEL

(Edgewater Park, NJ) July 14, 2010 –When the Loterie Nationale in Mauritius wanted to add diversity and excitement to their young lottery’s games, they turned to the creative professionals at Smartplay International.

Loterie Nationale in Mauritius’ operator, *Lottotech*, contacted Smartplay to craft a game show prize wheel for their new “Millionaire” game. The show will broadcast for the first time on Tuesday, July 20, 2010 featuring their new prize wheel.

Smartplay designers have fashioned an assortment of exciting, world-class gaming equipment beyond traditional draw machines, and customized each item to please the taste of the individual lotteries. For Mauritius, Smartplay fabricated a 60-segment wheel with their specially-designed “Millionaire” logo in 8 short weeks. The Loterie Nationale 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 customer service extended beyond presenting the completed wheel to Lottotech General Manager Jean-Pierre Desbiens. Smartplay staff arranged the filming of a marketing video utilizing the new wheel. The final video became part of *Lottotech*’s marketing efforts. This was also an opportunity for Jean-Pierre Desbiens to visit the New Jersey manufacturing facility and appreciate the wheel before it shipped to Mauritius. Mr. Desbiens was introduced to Smartplay’s office and staff, and had occasion to observe the work done in-house for some of Smartplay’s 178 clients.



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

We “wish to thank ... 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.

Less than a month after Mauritius received the new “Millionaire” wheel, Smartplay again hosted a visit from *Lottotech*, Marketing Director Maurice Richard. Smartplay is 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.

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