

MADAGASCAR USES MAGNUMS TO SELECT MILLIONS FOR WINNERS

Edgewater Park, NJ (April 19, 2011) -Smartplay is honored to supply the draw equipment used in Madagascar's new online lottery, Loterie Malagasy. Smartplay was selected after impressing Mauritius' Loterie Nationale last year with a Millionaire Prize Wheel for their drawings. The Mauritius National Lottery has worked closely with Madagascar's Loterie Malagasy and Reel Mada as they prepared for their first big drawing, held March 5. Madagascar lottery players select 6 numbers from a pool of 42. Tickets have been available for sale since February 24.

Smartplay's ultra-sleek Magnum machine was chosen to execute the lottery start-up. The glossy silver and blue gravity-pick machine uses "Smartballs" to pick the winning numbers. Solid polymer Smartballs provide an exceptionally high level of security.



In addition to the reliable Magnum machine, Reel Mada SA, a subsidiary of Lotwin Investments, also purchased Smartplay's ball validation system of digital scales and micrometers to help assure the weights and sizes of the balls used in each drawing. Reel Mada is the company authorized to operate an online lottery in Madagascar.

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

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