

## Fortuna accelerates lottery launch: scratch tickets in May, terminals in July/ August

Reacting to the current market situation, Fortuna has accelerated its lottery project. The commercial sale of scratch tickets will start in May and numerical lottery games will be launched in July/ August i.e. 3 months earlier than planned.

In the last days Fortuna has been repeatedly approached by existing operators of Sazka's lottery terminals requesting cooperation. Fortuna is advancing the project roll out in order to satisfy their needs quickly. „In July we will start operation with the first 1,000 online terminals with one lottery game and mobile phone topups. It is already clear that we won't be able to satisfy the extremely high initial demand, and we will have to choose the most appropriate vendors, regardless of whether they were previously Sazka partners or not. We simply want the best sales outlets available.“ **said Martin Illner, General Director of Fortuna Lottery.** „We look forward to negotiations with all interested vendors, and we are pleased to be able to offer them long-term mutually beneficial contractual terms even before our terminals are physically ready. We will have additional 1000+ terminals by the end of 2011, and even more in the following years.

„We categorically deny any allegations about cooperation of any sort with Sazka. No such cooperation or other agreements exist. We have no time for such games and distractions, we are working full speed to launch our lottery game and other services on time as promised.“ **added Illner.**

„I believe that both our business partners and potential customers will be pleasantly surprised by our transparent and customer-friendly approach, as well as by our attractive games and the fact that Fortuna a financially stable public company“, **added Lenka Janouchová, Marketing Director of Fortuna lottery.**

The Fortuna Lottery will not only attract existing Sportka players. It will also bring attractive conditions for business partners and players, offer valuable jackpots, simple game mechanics and a higher number of various prizes.

### About Fortuna:

Fortuna Entertainment Group is the leading Central European betting operator. The founding company FORTUNA sázková kancelář a.s. ("FORTUNA Betting Office, joint-stock co.") was established in 1990 in Prague. A year later, Terno, a. s. was established in Slovakia.

In 2005 Penta Investments became owner of both entities and in the same year it acquired Poland's betting office Profesjonal. Subsequently, all companies were rebranded under one brand.

Thanks to its 20years of experience in the CEE market, Fortuna has been setting standards and trends in the betting sector. The group is constantly investing into development of new products and services; it has expanded its branch network as well as the quality of distribution channels. Currently Fortuna operates almost 1,400 point of sales in three markets.

The group has development on-line betting and gaming platform FortunaWin, through which it can offer products in new markets. Currently, FortunaWin provides betting and gaming products to customers in Hungary.

In October 2010, the company went through a successful IPO in the stock exchanges in Prague and Warsaw. The Czechoslovak financial group Penta remained Fortuna's majority shareholder.

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