

PRESS RELEASE

GLOBAL CERTIFICATION FOR INTRALOT

by the Customer Contact Association Global Standard

June 19, 2008

INTRALOT's Global Support Services Helpline Centre Business Unit was recently assessed by Lloyd's and successfully met all of the criteria of the Customer Contact Association (CCA) Global Standard®.

The CCA Global Standard® is designed to provide a framework for efficiency and customer service and INTRALOT is one of the first companies in the gaming sector to receive such a certification. The principles of the CCA Global Standard® cover key business areas, including training and staff development, internal communication and dispute resolution, compliance with legislative requirements (e.g. Data Protection, Health & Safety, Equal Opportunities etc.), customer feedback procedures and performance level monitoring.

The certification ensures clear processes and procedures that support continuous development of personnel and the delivery of a continually evolving quality standard of service. The benefits of the annual assessment will lead towards an ongoing improvement.

The certification was awarded to INTRALOT's Global Support Services Business Unit, which provides well-defined services designed especially for the Lottery industry. Global Support Services through experienced personnel, extensive know-how and state of the art technologies offers services that include: Business Needs Analysis, Project Management, Custom Development, Consulting and a 24x7x365 Contact Center (Global Support Services Helpline).

Commenting on the certification, Mr. Konstantinos Farris, General Technical Director Systems Division of INTRALOT stated: "The CCA Global Standard® Certification shows the commitment and drive that INTRALOT demonstrates in working towards improving standards and best practices, along with its customer-oriented philosophy. This certification gives to INTRALOT the credentials to join a unique group of companies who are leaders in delivering consistency, efficiency and continual improvement to their customer services."

CCA was established in 1996 and is now recognised as the leading body representing the call centre industry. As an independent, not for profit organisation it has over 600 members from both private and public sectors. CCA launched the Standard Framework for Best Practice© in November 2000. The framework is a guide to support and develop internal processes which ensure improved performance and increased customer satisfaction. The principle of the Standard Framework is "happy and fulfilled staff dealing with satisfied and content customers".