



## NEWS RELEASE

April 17, 2017

For Immediate Release

### **NEOPOLLARD INTERACTIVE AND MICHIGAN LOTTERY ACHIEVE iCAP RECERTIFICATION**

**LANSING, Michigan, April 17, 2017 /CNW/** – NeoPollard Interactive LLC (“NeoPollard Interactive”) is pleased to announce that it has achieved Internet Responsible Gambling Compliance Assessment Program (iCAP) recertification by the National Council on Problem Gambling (NCPG). The company also congratulates the Michigan Lottery on the successful renewal of its iCAP certification, which reflects the Lottery’s dedication to the best interests of its players.

NeoPollard Interactive and the Michigan Lottery were the first U.S. vendor and lottery to achieve iCAP certification in October 2015, after collectively meeting the NCPG’s stringent 30-point evaluation criteria of the Lottery’s online gaming solution and robust responsible gaming controls. The first program of its kind in the U.S., iCAP provides vendors and operators with an independent assessment of responsible gaming policies based on standards and best practices from jurisdictions around the world. This assessment goes beyond the requirements of individual states to ensure that lotteries and vendors comply with the highest standards, as identified by the NCPG.

“We commend NeoPollard Interactive and the Michigan Lottery on their successful iCAP recertifications,” said Keith Whyte, Executive Director, NCPG. “Problem gambling is an issue that concerns not only lotteries, but vendors as well. These recertifications demonstrate leadership and a commitment in protecting players who choose to play the lottery on the Internet through socially responsible gaming procedures.”

“We are very pleased that our iCAP certification has been renewed with the National Council on Problem Gambling,” said Doug Pollard, Co-Chief Executive Officer, NeoPollard Interactive. “Responsible gaming is a constant consideration for lotteries, particularly in the world of online gaming. Our iCAP recertification emphasizes NeoPollard Interactive’s commitment to responsible gaming practices that maximize lottery sales while also ensuring that players remain within their limits.”

Ilan Rosen, Co-Chief Executive Officer, NeoPollard Interactive added, “The nature of technology provides ample opportunities to create informed players and discourage unsafe wagering or play behaviors. Our iLottery 360° Solution™ incorporates state-of-the-art responsible gaming controls to help lotteries minimize risk while protecting the interests of their players.”

Established in 1972, the NCPG is a non-profit organization that leads state and national stakeholders in the development of comprehensive policy and programs for problem gamblers and their families.

### **About NeoPollard Interactive**

NeoPollard Interactive LLC (“NeoPollard Interactive”) was established on July 31, 2014 and is jointly owned by two of the world’s most trusted and reputable companies in lottery and Internet gaming—Pollard Banknote Limited (“Pollard Banknote”) and NeoGames S.A.R.L. (“NeoGames”). NeoPollard Interactive combines the marketing expertise and extensive worldwide lottery experience of Pollard Banknote with the proven leadership and technology of NeoGames in launching new online and mobile gaming products and services in response to an ever-evolving marketplace. The company leverages the strengths of each partner company to develop, implement, operate, and maintain innovative online gaming services for regulated lottery clients in order to generate revenues for good causes.

### **Forward-looking Statements**

*Certain statements in this press release may constitute “forward-looking” statements and information, which involve known and unknown risks, uncertainties, and other factors that may cause actual results, performance, or achievements to be materially different from any future results, performance, or achievements expressed or implied by such forward-looking statements. When used in this document, such statements include such words as “may,” “will,” “expect,” “believe,” “plan,” and other similar terminology. These statements reflect management’s current expectations regarding future events and operating performance and speak only as of the date of this document. There should not be an expectation that such information will in all circumstances be updated, supplemented, or revised whether as a result of new information, changing circumstances, future events, or otherwise.*

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