



## NEWS RELEASE

September 18, 2018  
For Immediate Release

### **NEOPOLLARD INTERACTIVE CONGRATULATES THE NEW HAMPSHIRE LOTTERY ON ILOTTERY LAUNCH**

**LANSING, Michigan, September 18, 2018 /CNW/ – NeoPollard Interactive LLC** (“NeoPollard Interactive” or “NPi”), a leading provider of iLottery technology, managed services and engaging interactive games, is pleased to announce that it has partnered with the New Hampshire Lottery to provide a complete iLottery solution.

Just launched recently, the New Hampshire Lottery’s iLottery program leverages NPi’s platforms and a full suite of NPi services including Customer Engagement Marketing, Player Support and NPi’s Games Studio which will give players throughout the state access to a full suite of engaging, interactive scratch games, as well as draw games such as Powerball® and Mega Millions. The launch of the iLottery program provides the Lottery with exciting new opportunities to enhance its product offering, increase player engagement, and maximize revenue for public education in the state.

NeoPollard Interactive is one of the most experienced providers of iLottery solutions, currently providing online games and services for several lotteries across North America. The New Hampshire Lottery will leverage NPi’s turnkey iLottery 360° Solution to enable players to conveniently access and play their favorite lottery games through web and mobile channels. The New Hampshire Lottery’s iLottery solution will also feature sophisticated CRM capabilities that support the cross-promotion of traditional lottery products with interactive games, enhancing and strengthening the Lottery’s retailer network.

“We have long viewed ourselves as a player-centric lottery,” said Charlie McIntyre, Executive Director of the New Hampshire Lottery. “Our focus in everything we do is how best to make our products entertaining and accessible to our customers by creating a strong and positive play experience. Launching iLottery is the critical next wave component in enhancing our players direct interaction with our games. We wanted to get it right and believe our choice of NeoPollard Interactive would best ensure a successful rollout and early adoption of the online lottery experience. NPi’s domestic and international experience in this space has demonstrated critical best practice technology and created an enhanced player experience in that online space.”

“We are thrilled to be working with the New Hampshire Lottery to deliver iLottery to its players,” said Liz Siver, General Manager, NeoPollard Interactive. “We are pleased to introduce iLottery strategies and products that will strengthen the Lottery’s portfolio and increase sales across all channels. With the launch of an iLottery platform, the robust interactive and mobile components of our solution will provide new insights into player preferences and behaviors, while our responsible gaming initiatives will support the New Hampshire Lottery’s mission of providing secure and entertaining gaming products.”

Since its inception in 1964, the New Hampshire Lottery Commission has been dedicated to supporting education throughout the state through the sale of scratch games and various lotto-style games. To date, the Lottery has directed nearly \$2 billion in revenue to schools in New Hampshire. To learn more, visit [www.nhlottery.com](http://www.nhlottery.com).

### **About NeoPollard Interactive**

NeoPollard Interactive LLC (“NeoPollard Interactive”) 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”). Established in 2014, 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 suited to an ever-evolving marketplace. The company leverages the strengths of each partner company to develop, implement, operate, and maintain innovative online gaming services that enable regulated lottery clients 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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### **FOR MORE INFORMATION ABOUT NEOPOLLARD INTERACTIVE, CONTACT:**

Doug Pollard  
Co-Chief Executive Officer  
Telephone: (204) 474-2323  
E-mail: [doug.pollard@neopollard.com](mailto:doug.pollard@neopollard.com)

Ilan Rosen  
Co-Chief Executive Officer  
Telephone: +356-2-2494832  
E-mail: [ilan.rosen@neopollard.com](mailto:ilan.rosen@neopollard.com)