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**ASX RELEASE – Tuesday, 5 October 2010**

## **Ninemsn agreement extended 2 years**



- SUCCESSFUL PARTNERSHIP WITH NINEMSN EXTENDED A FURTHER 2 YEARS
- NINEMSN TO CONTINUE TO DRIVE CUSTOMERS TO OZLOTTERIES.COM

OzLotteries.com and ninemsn, Australia's leading online media company, have extended their partnership agreement for a further 2 years.

Under the agreement, OzLotteries.com operates a co-branded version of its website which is prominently featured on ninemsn.com.au and its associated websites. The effect of this agreement is that thousands of potential customers are sent from ninemsn.com.au to [www.ozlotteries.com](http://www.ozlotteries.com) to purchase their lottery tickets each month.

“The partnership has been mutually rewarding for the past 2 years and I am pleased to continue the association for another 2 years”, Manaccomm’s CEO, Mr Mike Veverka, said today.

“*ninemsn* has been an important partner over the past few years when Ozlotteries.com achieved sales growth from \$25 million to \$42 million to \$66 million”, he said.

“*ninemsn* enjoys a reputation as Australia’s Number one online media company, with over 8 million visitors each month”, he said.

“Through the co-branded website, *ninemsn*’s audience is able to join Ozlotteries.com and play Australian lotteries such as Powerball, OzLotto and the Saturday Lotto.



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## **About Manaccom**

In 2000, the Company sold its first lottery ticket on the Internet. In 2005 it made the leap into national lotteries with the acquisition of TMS Global Services Pty Ltd and subsequently developed the successful OzLotteries.com website that is the backbone of the business today.

Thousands of Australians each day play their lucky numbers in their favourite lottery games using this safe, secure and innovative website based on technology that has been in constant development for over 10 years.

Just as travel, accommodation and car sales have made successful transitions to the Internet, lotteries are also going through an online transition and customers are finding the benefits offered by [www.ozLotteries.com](http://www.ozLotteries.com) to be a very convenient way to purchase their regular lottery tickets.

Growth in Manaccom's lottery sales has gone from strength to strength rising from \$25 million in 2008 to \$42 million in 2009 and \$66 million in 2010. This is driven by continuous website improvements in addition to various marketing initiatives that have opened up new Internet markets for lotteries.

As well as continuing its growth in Australia, the Company is actively pursuing opportunities overseas, in particular the \$60 billion US market and the \$110 billion UK and European markets.

The Company will hold its Annual General Meeting at 5pm on Monday 15 November 2010 at the Polo Club in Brisbane and all shareholders are encouraged to attend.

### **For further information:**

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