

ASX RELEASE – Tuesday 12th December 2006

JUMBO LAUNCHES NEW MILLION DOLLAR LOTTERY



The Jumbo lottery division today officially launched its first Million Dollar lottery game at www.pinballkeno.com

As announced on 13 November 2006, Jumbo secured an insurance policy to underwrite the \$1 million dollar first prize available to players every 2 minutes on PinBallKeno.com.

ASX Code:	JUM
Shares on Issue:	370 million
Options on Issue:	16.25 million
Share price (11 Dec 2006)	4.1c
Market Cap:	\$15 million
Top 20 hold:	47%
Annual Share Volume	390 million
Last Month Share Volume	42 million

“PinBallKeno.com is our first game to offer a \$1 million first prize that is underwritten by recent insurance policy”, said Mr Mike Veverka, CEO of Jumbo.

“PinBallKeno.com is unique on the Internet because players have a chance to win \$1 million every 2 minutes”, he said.

PinBallKeno is a fun game modelled on the popular Pachinko games in Japan. The game is only available to international players, with Australian players encouraged to buy official Australian Lotto games on www.ozlotteries.com.

Today's launch of PinBallKeno.com follows the launch of a range of online scratchies at www.scratchprizes.com on the 9th November 2006.

The online scratch games are similar to traditional scratch games except players buy games online and use their mouse to “scratch” off panels to reveal prizes up to \$100,000.

Online Marketing

PinBallKeno.com has been launched with an online marketing campaign that includes the following:

1. Email promotion to existing international players.
2. Search engine marketing and optimisation targeting international traffic via relevant industry keywords.
3. Affiliate marketing. Affiliates are 3rd party marketers that direct customer traffic to a web site for a share of tickets sold. A number of affiliates are part of the Jumboaffiliates.com network and regularly promote available products.

About Jumbo

Jumbo Corporation is an IT company with a long history in online e-commerce. The company has recently formed an online lottery division that retails popular lotteries such as Saturday Lotto, Powerball and OzLotto via its flagship website at www.ozlotteries.com.

The Ozlotteries.com web site was recently relaunched following extensive redevelopment (Announcement 20 October 2006).

The lottery division also supports a private computer network of lottery outlets in various Pacific Islands including Fiji, Cook Islands and Norfolk Island.

The Company has recently released its FY06 Financial Report with its 4th consecutive full year profit.

Expansion into Proprietary Lottery Games

On 28 September 2006, Jumbo Directors announced details of a growth strategy to expand into proprietary lottery games to increase its range of games available to customers.

The strategy is aimed at launching its own lottery games in addition to reselling Australian lotteries with the benefit of flexibility to tailor-make games for cultural tastes in specific international markets.

Lottery Business not materially affected by US Legislation

On 3 October 2006, the Company announced that its lottery division would not be materially affected by recent changes in US legislation, with US customers representing only 1.2% of total revenue.

Furthermore, the international growth strategy has been specifically designed to target non-US markets.

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IMAGE OF PINBALLKENO.COM

Hi-res version available at www.jumbocorporation.com/images/pinballkeno.jpg

The screenshot shows the Pinball Keno website interface. At the top right, it says "powered by OZ LOTTERIES". The main navigation bar includes "Home", "Play Keno", "Results", "My Account", "Help", "About Us", and "Basket". A secondary navigation bar has "Affiliate Program", "Contact Us", and "Log Out" buttons. A "0 games" indicator is next to the basket icon. The main content area features a large banner with the text "win \$1 Million every 2 minutes" and a game board with a pinball character and numbered balls. Below the board, it displays "Winning Numbers" and "YOUR TICKETS FOR THIS DRAW" for "Pool A" and "Pool B".

Partner Sites

OZ LOTTERIES™
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Tickets Online
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SCRATCH PRIZES
Win up to \$100000 playing
Scratch Tickets online!
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win **\$1 Million** every 2 minutes

Winning Numbers **Pool A:** 2 10 8 12 14 **Pool B:**

YOUR TICKETS FOR THIS DRAW

	Pool A	Pool B
SPOT 5A TICKET (8D77-F590-2B04-0628)		
SPOT 5A	9 14 11 6 7	

Home | [Play](#) | [Results](#) | [My Account](#) | [Help](#) | [About Us](#) | [Basket](#) | [Affiliate Program](#)