

ASX RELEASE – Thursday 9th November 2006

JUMBO LAUNCHES ONLINE SCRATCHIES



The Jumbo lottery division today officially launched a range of online scratchies at www.scratchprizes.com.

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.

ASX Code:	JUM
Shares on Issue:	370 million
Options on Issue:	16.25 million
Share price (8 Nov 2006)	2.9c
Market Cap:	\$11 million
Top 20 hold:	49%
Annual Share Volume	386 million
Last Month Share Volume	13 million

“Scratch games are very popular with players and this new range of online scratch games will extend into new markets via the Internet”, said Mr Mike Veverka, CEO of Jumbo.

The games are directed towards international players and are not sold to Australians who are encouraged to buy Australian lottery games at www.ozlotteries.com. International players of the new online scratchies are also promoted and encouraged to play Australian lottery games.

These are the first lottery games launched by the lottery division after the 28th September announcement to branch out into its own proprietary lottery games.

There are 4 games available with ticket prices ranging from \$1 to \$4.

1. “Gold Fever” with a first prize of \$25,000
2. “Dash for Cash” with a first prize of \$50,000
3. “Reach for the Stars” with a first prize of \$75,000
4. “King Tuts Tomb” with a first prize of \$100,000

Online Marketing

Scratchprizes.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 SCRATCHPRIZES.COM

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

The screenshot shows the Scratch Prizes website interface. At the top, there is a navigation bar with links for Home, Pick a Scratch Card, My Account, Help, About Us, and Basket. A "powered by OZ LOTTERIES" logo is in the top right corner. Below the navigation bar, a welcome message states: "Welcome to Scratch Prizes, where you can win up to \$100,000 playing scratch games online! We've got games to suit all budgets and tastes - from the [Dash for Cash](#) to [King Tut's Tomb](#) you'll be amazed at how fun scratching can be! Remember, new games are being updated regularly so [bookmark us](#). [Play Now](#)".

The main content area is titled "PICK A SCRATCH CARD AND PLAY!". It features four game cards:

- Gold Fever**: \$1.00 per game, First Prize: AUD \$25,000.00. [Play Now](#)
- Dash for Cash**: \$2.00 per game, First Prize: AUD \$50,000.00. [Play Now](#)
- Reach for the Stars**: \$3.00 per game, First Prize: AUD \$75,000.00. [Play Now](#)
- King Tut's Tomb**: \$4.00 per game, First Prize: AUD \$100,000.00. [Play Now](#)

On the right side, there is a "Partner Sites" section featuring the OZ LOTTERIES logo and the text: "Official Australian Lottery Tickets Online www.OzLotteries.com".

Below the game cards is a "HOW TO PLAY" section with the following steps:

- Step 1:** Select your favourite scratch game from above. You'll be prompted to pick how many tickets you wish to play. Click "Add to Basket" for your selection to be included in your personal shopping basket for review before checkout.
- Step 2:** Repeat the first step as many times as desired for scratch games you wish to play. Don't forget that you can alter the contents of your basket at any time if you change your mind!
- Step 3:** Click "Purchase these games" on the basket page to confirm your order.
- Step 4:** Enter in your payment details.
- Step 5:** You will then receive your tickets, which can be played in your account at any time. Once scratched, prizes from any winning tickets will be automatically credited to your Scratch Prizes account.

The footer contains navigation links: Home | Play | My Account | Help | About Us | Basket | Affiliate Program. It also includes the text "Page Generated: Nov 03 2006 06:11:55 GMT" and "© Copyright 2006".