

ASX RELEASE – Thursday, 10 January 2013

## BRENER GROUP INVESTS IN SORTEO



- The Brener Group, a private investment firm in California, has made a material investment in Sorteo Games Inc (Sorteo).
- Gabriel Brener will join the board of Sorteo.
- Jumbo completed its strategic investment in Sorteo in December 2012.
- Jumbo has signed exclusive long term agreements with Sorteo to become an official internet and mobile retailer of products from Lotería Nacional and Pronósticos, the two largest lotteries in Mexico.

Leading interactive lottery business, Jumbo Interactive Limited (ASX: JIN) (“Jumbo or “the Company”), is pleased to announce that Sorteo has received a material investment from Carolwood Games LLC (“Carolwood”), an affiliate of Brener Group. The announcement from Sorteo is attached below.

On 30 November 2012, Jumbo announced it is expanding into Latin America and has signed long term exclusive agreements with Sorteo, which holds two national lottery systems and distribution licences in Mexico with Lotería Nacional and Pronósticos, the two largest lotteries in Mexico with combined sales of over US\$1.2 billion. In addition, Jumbo announced a strategic investment of US\$2 million in Sorteo.

“I welcome the investment by the Brener Group into Sorteo Games as this provides further strength to Sorteo as well as Jumbo’s future in Mexico”, said Mr Mike Veverka, CEO of Jumbo Interactive Limited. With the Brener Group investment, Jumbo’s shareholding in Sorteo is now 5.6% on a fully diluted basis (6.7% on common stock only).

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Work has commenced on integrating Jumbo's internet lottery platform with Sorteo and a launch is planned for mid 2013.

### **About Jumbo Interactive**

Jumbo recently released a trading update for the half year to December 2012 including Total Transaction Value forecast in the range \$58 to \$62 million.

Jumbo's FY 2012 results including a 32% increase in Total Transaction Value to A\$100 million, 33% increase in Revenue to A\$24 million and a 39% increase in Net Profit After Tax to A\$6.7 million. A 2.0c final dividend was declared bringing the total for the full year to 3.0c.

In 2000, the Company sold its first lottery ticket on the internet and since then has developed [www.ozlotteries.com](http://www.ozlotteries.com) into a popular place for lotteries to be played.

Jumbo has proven its ability to open up new lottery markets with its innovative technology and internet marketing initiatives that have brought lotteries to new demographics via the internet.

International markets are key targets for the Company, in particular the A\$60 billion North American and A\$110 billion European lottery markets.

#### For further information:

Mike Veverka  
CEO and Executive Director  
Ph: 07 3831 3705



**Sorteo Games Inc.**  
**(“Sorteo” or “the Company”)**

**Brener Group Invests in Sorteo Games**

(San Diego, CA – January 10, 2013) Sorteo Games, Inc., a leading provider of electronic lottery systems and services, is pleased to announce that it has received a material investment from Carolwood Games LLC (“Carolwood”), an affiliate of Brener Group. The proceeds will be used to roll-out the Company’s lottery solutions in Mexico, where Sorteo has exclusive long-term agreements to manage the modernization and automation of the Lotería Nacional products and distribution channels.

The Brener Group is a private investment firm based in California that has investments in a variety of sectors, including communications, media, entertainment, high-technology, financial and consumer-focused businesses. The Brener Group has a particular emphasis on Hispanic markets and opportunities that capitalize on the rising spending power of the Hispanic population in the US. Gabriel Brener, Chairman and Chief Executive Officer of Brener International Group, will sit on Sorteo’s Board of Directors as Carolwood’s nominee under the terms of the investment agreement.

Nour-Dean Anakar, CEO and Founder of Sorteo Games, said: “We welcome this investment from Carolwood, which will enable us to accelerate our roll-out programme in Mexico. The automation of the lotteries is progressing well, and we hope to benefit from the Brener Group’s experience as we deploy our solutions here in Mexico and, subsequently, beyond.”

“There are two primary reasons why we invested in Sorteo”, added Gabriel Brener, Chairman and CEO of Brener International Group. “Firstly, the lottery is a fundamental part of the culture in Mexico, with potential for many more people to participate through its modernisation. Equally, we believe in Sorteo’s management team and their ability to deliver this modernisation programme. We look forward to watching their progress with great interest.”

**Enquiries:**

<b>Sorteo Games</b>	
Nour-Dean Anakar, CEO	+1 858 554 0297
Tom Wenz, CFO	
<b>Luther Pendragon</b>	
Harry Chathli, Claire Norbury, Amelia Bullock-Muir	+44 207 618 9100 <a href="mailto:sorteo@luther.co.uk">sorteo@luther.co.uk</a>

**About Sorteo Games**

With offices in San Diego and Mexico City, Sorteo Games is a leading provider of regulated server-based wireless, web and electronic lottery systems and services in Latin America. The Company’s platform solutions enable lottery institutions and leading regulated gaming networks to more efficiently create, distribute and control traditional lottery products in conjunction with new electronic products, services and distribution channels.

Sorteo currently holds two national lottery systems and distribution licenses and operates the leading government regulated revenue generating national lottery wireless & interactive channels and electronic lottery terminals in Mexico.

More information can be found at: [www.sorteogames.com](http://www.sorteogames.com)

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