



4th Floor, Sagcor Centre, 28-48 Barbados Avenue, Kingston 5, Jamaica, W.I.
Tel: (876) 754-6526 • Fax: (876) 754-2143 • E-mail: mailbox@svljamaica.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

Kingston, Jamaica

Date: April 11, 2011

LOTTERY LICENCE EXTENSION FOR SUPREME VENTURES

Paul Hoo, Chairman of Supreme Ventures Limited (SVL) has announced the approval of an extension to the Lottery Gaming Licence for its subsidiary company Supreme Ventures Lotteries Limited (SVLL), to the year 2026. The approval was granted by the Betting, Gaming & Lotteries Commission (BGLC). The approval of the lottery gaming licence extension was also accompanied by amendments to the Conditions of the Lottery Licence. Under the new terms, SVL is required to invest at least US\$5Million (approximately J\$450Million) in upgrading and expanding its lottery and gaming operations in Jamaica.

Hoo said “we have a strategic plan for the growth and expansion of our gaming and entertainment operations, that will require significant investment in partnership with our technology suppliers and as such, the Directors of SVL took the decision to present our plan to the BGLC early and seek its approval for an extension of the lottery licence, which represents our core business. We are happy that after much deliberation, the BGLC has approved the licence extension. SVL will continue to meet the stringent operating standards of the BGLC.”

-MORE-

.../2

LOTTERY LICENCE EXTENSION FOR SUPREME VENTURES

This renewal of the lottery licence is a statement of the confidence the BGLC has in SVL and will allow the company to continue making substantial contributions to the Good Cause (C.H.A.S.E Fund), to which the lottery company has paid over \$5Billion to date. Based on this extension, SVL expects to contribute over \$17Billion to the CHASE Fund over the period 2011 to 2026, in addition to expanding its gaming network to provide additional jobs in the future.

SVLL provides direct and indirect employment for over 2,500 Jamaicans through its network of lottery agents islandwide, who sell the lottery games and electronic phone PIN vouchers from the terminal. The lottery games sold include Cash Pot, Lotto, Pick 2, Pick 3, Dollaz, Lucky5 and Winquick (Instant Win). The company is also a participant in the multi-jurisdictional lottery game – Super Lotto.

Hoo also advised that “plans are far advanced for the introduction of a Pick 4 game, which the company received approval for in September 2010.”

-END-

For further information please contact:
Sonia Davidson
Vice President - Group Corporate Communications
Supreme Ventures Limited
4th Floor, Sagicor Centre
28 - 48 Barbados Avenue
Kingston 5, Jamaica, W.I.
Tel: (876) 754-6526 ext. 2229
Fax: (876) 754-2143
Email: sonia.davidson@svlotteries.com