



**FOR IMMEDIATE RELEASE
KINGSTON, JAMAICA**

NOVEMBER 6, 2014

SUPREME VENTURES APPOINTS NEW VICE PRESIDENT

Mr. Brian George, President & CEO of Supreme Ventures Limited, is pleased to announce the appointment of Mr. Jomo R. Cato to the position of Vice President, Commercial Operations and Business Development.



Jomo R. Cato

In this position as Vice President, Commercial Operations & Business Development, Jomo will be responsible for managing the company's customer service with contracted agents in the field through the Business Development Officers and expanding the distribution base for Lottery and Sports Betting, especially given his experience with bars and retail channels throughout the island.

Jomo will also have primary responsibility for growth of the Sports Betting portfolio, Marketing Management for all current and future brands and lead the support for deployment of the Video Lottery Gaming (VLT) operations through the route system and lounges. He will also participate in and support the development of all new strategic initiatives.

Prior to joining Supreme Ventures, Jomo was Head of Marketing at Diageo – Red Stripe. He also held senior brand management positions at Digicel, Wray & Nephew Limited and the St. Vincent Brewery Limited.

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Jomo also worked at Dunlop Corbin Communications, where he managed the launch of the Lottery products across the Caribbean for the Leeward Island Lottery (LILHCO). His strong background in marketing and distribution of high volume consumer products with the same demographic as our lottery players, will be a tremendous asset to us.

Jomo holds a Bachelor of Science (Honours) Degree in Economics and Management from the University of the West Indies and has attended international professional training courses in brand building, pricing strategy and leadership skills.

Jomo is married to Nateline and they have 2 children.

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For further information, please contact:

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