



19 March 2007

GALA BINGO JOINS NECTAR PROGRAMME

Market leaders, Gala Bingo and Nectar, have announced plans to join forces in the first ever long-term loyalty scheme for Bingo players. From June, Gala Bingo members will be able to earn Nectar points every time they visit a club; members will be invited to link their membership card to their Nectar card and points will be credited when they 'swipe in' on entrance to any of Gala's 170 clubs.

The three year partnership with Nectar will be supported with a heavy-weight marketing campaign pre-launch, including communication designed to encourage pre-registration amongst its top 400,000 members. Additionally, direct mail to 1.5 million members is planned in mid April, providing members with new cards carrying Gala Bingo's newly refreshed brand identity, as well as information about the Nectar link up. A full suite of POS will be displayed in all of the clubs and a staff education and engagement programme has already commenced.

Kate Howe, group marketing director at Gala Coral Group, comments; "Many of our regular players visit us twice a week or more so they are very important to us. When we talk to our members they tell us they really want to be rewarded for their loyalty so we've joined forces with the biggest and best rewards scheme in the country to give them what they are asking for. At Gala, we are always working hard to deliver the best bingo club experience for all our members to enjoy. Our exciting new partnership with Nectar reflects our company ethos and provides tangible benefits for both existing and new members."

Brian Sinclair, Nectar managing director, comments; "Nectar is constantly looking at different ways of being more rewarding and we are delighted with the addition of Gala Bingo to the programme. This now offers Nectar Cardholders even more opportunities to collect points as they go about their social activities and compliments Nectar's existing leisure partnership with Beefeaters and Brewers Fayre. Nectar will be extending its instant swipe technology to a range of leisure-based rewards in the next few months to make it even easier for collectors to redeem for rewards."

ENDS

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Notes for Editors:

- Gala Bingo is the UK's no1 bingo operator with 170 clubs across the country. 48% of new Gala members are aged between 18 and 34 years of age, and bingo is the most popular leisure activity for women aged 20 to 25. You are 13 times more likely to win £100,000 on the national bingo game than winning the same prize on a lottery ticket.
- www.galabingo.co.uk is the biggest online Bingo operator with over 1/3 market share. Convenience of playing online enables you to play wherever and whenever you want
- It's easy to collect Nectar points when shopping for groceries, clothes and home furnishings, paying household bills, buying petrol and even eating out. Retailers and service companies involved in Nectar nationwide include Sainsbury's, Debenhams, BP, Ford, EDF Energy, Hertz, Thomson, Brewers Fayre, Beefeater, American Express, Talk Talk, Dollond & Aitchison, the AA and Thomson Directories
- In October 2005, LMUK launched Nectar eStores, a shopping portal offering Nectar points for purchases from over 80 online retailers including Amazon, eBay, Dell and CD WOW. To earn Nectar Points through Nectar eStores log onto www.nectar.com

About The Gala Coral Group

The Gala Coral Group is Europe's leading integrated gaming company and Britain's largest private company, with 1750 retail trading outlets in the UK and an E-Commerce division, which offers customers casino, poker, bingo and sports betting on line. The Group employs over 17,000 people in the UK.

Gala Bingo is the industry leader with approximately 32 million admissions from 170 clubs every year and a typical weekly payout of £28 million in prize money.

Gala Casinos is one of the UK's largest casino operators with 31 casinos across the UK, Isle of Man and Gibraltar and over 1.3 million members.

Coral is currently the fastest growing bookmaker in Britain, with 1550 retail outlets. Since acquiring Coral in October 2005, Gala Coral Group has increased the size of its betting shop estate from 1260 to 1550, an increase of over 20%.

The Gala Coral E-Commerce Division is responsible for the development, management and operation of all the e-commerce activities of The Gala Coral Group. This includes the websites of the Group's UK brands, Gala Bingo, Gala Casinos and Coral, along with Eurobet, the Group's international brand.

Other services operated by the division include Gala TV, the world's first interactive bingo television channel, Sportpress.com, the international sports results service and the Great British Poker Tour. Gala Coral E-Commerce operates one of the world's most advanced online and interactive betting and gaming platforms. The division offers everything from sportsbetting and casino products to bingo and multi-player poker.

Over 1 billion total transactions are processed each year across our Internet, mobile and iTV services, equivalent to over 30 bets a second 24 hours a day, 7 days a week. With customers in over 100 countries, our products offered in 16 different languages and our customer support teams available 24 hours a day, it truly is a business that never sleeps