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adesso AG Implements New Interactive Gaming Platform at Eesti Loto Extension of Online Games Offer and Improvement of Customer Service

BERLIN, Germany (July 7, 2009) -- **adesso AG**, an IT service provider with years of experience in the implementation of lottery applications, has been commissioned by the state lottery company in Estonia, **Eesti Loto**, to implement a new web-based gaming platform. With the “*Interactive Gaming System*” (IGS), Eesti Loto provides the basis for expanding the online games offer and the future use of other interactive marketing channels. At the go-live of the new platform in early 2010, the traditional lottery and the instant lottery formats will be offered as the first products. The system’s core is “*in/FOCUS*”, the adesso solution for the direct marketing of lottery products in all online sales channels.

Eesti Loto has provided games via the Internet for a long time. The Internet system in use by now, however, is reaching its limits with regard to user guidance, flexibility and convenient content maintenance. With the new Interactive Gaming System, Eesti Loto has commissioned a solution which enables considerable improvement in the games experience and the customer service via the Internet, and which at the same time will be the source of the future extension of the offer and its expansion over further channels, e.g. mobile devices.

These aims are optimally supported by the use of the adesso solution “*in/FOCUS*”. in|FOCUS integrates seamlessly with the existing IT infrastructure of the lottery company and enables the marketing of existing and new games with a multitude of functions. The solution includes the fundamental concept of placing the customer at the centre of all processes and combines the requirements of customer centring, multi-channel capability and integration into one platform. In the project, adesso will take on the tasks of project management, software development and web interface design for Eesti Loto. “*Eesti Loto customers will experience a fundamentally improved service with the new interactive gaming platform, starting from intuitive registration and personalised language, via attractive game variants with a realistic look and feel to transparency in the games history,*” explains Dr Rüdiger Striemer, Member of the Executive Board at adesso AG. Aivar Lepp, Chairman of the Executive Board at Eesti Loto, adds: “*With the new Interactive Gaming System and the support of the adesso experts, we are sure to position ourselves as a more attractive provider with an interesting portfolio – this in particular with regard to the upcoming liberalisation of the Estonian lottery market.*”

Lottery Competence from adesso

adesso AG, which is represented in Germany, Austria and Switzerland, has been a sought-after partner of state lottery companies all over Europe for years and supports these companies in the design, implementation and realization of all processes which are necessary for the operation of the lottery business. The company increasingly provides services for lottery companies in the rest of Europe. The use of the multi-channel platform in|FOCUS at Eesti Loto will be the fifth installation of this solution and is thereby increasingly emerging as a standard for the direct marketing of lottery products.