



LiveScratch makes August hotter than July for [Ladbrokescasino.com](http://www.ladbrokescasino.com) Major Millions

26 September 2005: Akriga's LiveScratch technology has helped make August unusually busy for Ladbrokescasino.com Major Millions slot game. Ladbrokes has used LiveScratch to run a successful electronic scratchcard promotion on Major Millions and as a result has seen increased levels of play.

"Sixty-four percent of people receiving a scratchcard have played it," says Colin Cole-Johnson, General Manager of Ladbrokescasino.com. "Our objective was to boost play in August and figures show that LiveScratch has more than achieved that. We now intend to try the scratchcard on different game styles and we'll continue to run it on other slot games. . We're also planning to look at its sister technology TeleScratch for our mobile platform."

During August Ladbrokes Major Millions players received the chance to play an electronic scratchcard, powered by LiveScratch, when they played 20 spins or more. Scratch prizes included free spins on Major Millions up to the value of £1,000, giving players more chances to hit the progressive jackpot that stood at more than £500,000 at the end of August. All scratchcard players are also entered into a prize draw to win a trip to Las Vegas. When qualifying for a scratchcard, players receive an email link to play. If they win, players fill in their details and hit Claim – it's that easy.

"Qualified players receive one scratchcard in any 24-hour period," continues Cole-Johnson, "and it really is compelling, which explains the strong take up. We were also pleasantly surprised to see that many dormant customers have been 'reawakened' by the lure of LiveScratch, increasing activity even more."

Visit <http://www.ladbrokesscratch.com/> for a demonstration of the Major Millions' scratchcard.

About LiveScratch



LiveScratch is an electronic version of the familiar lottery style scratchcard that can run on desktops, laptops, PDA's and the latest generation mobile phones. People love the scratchcard instant win feeling and there is a great "Wow!" factor in being able to rub away portions of a web-page. LiveScratch also includes a fully featured back-end competition management system that can be installed within the client's IT environment or operated by Akriga as an Application Service Provider (ASP). More details are on www.livescratch.com.

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