



PRESS KIT

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English



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LETTER

My name is Chris Strongman and I am the Managing Director of UniMint Ltd. the company that operates the most exciting new game to hit the internet, Billionairio. Our goal in developing this raffle style game was to create the largest jackpot prize in history and provide our customers a safe, secure and reliable environment in which to play the game, just as safe and secure as any traditional state lottery.

We realize that personal security and fraud on the internet are a major concern for many people and that is why we have taken the following steps to ensure that Billionairio lives up to the promise of security and reliability.

We are legally licensed under a Class 1 license issued by the LGA (Malta's Lotteries and Gaming Authority as appointed by the Maltese Government). An EU member country. Our statutory auditor is KPMG. The winner's pool is held in a segregated bank account with HSBC.

We made considerable investments into a state of the art website and database systems to provide players with a secure and reliable platform to participate in our game

Our winners are not determined by an electronic device; instead billionairio uses major stock market indices to determine winning numbers. There is no chance for manipulation or prediction of the draws. The process is open to all players to witness.

We maintain a call center to provide personal assistance for players who have concerns in connection with the usage of their credit card.

Offering a game is also an obligation to display social responsibility. While we welcome every player, we impose a strict transaction limit of 250 Euro to assist in preventing compulsive players from spending beyond their means

We are committed to earning your trust. Our call centre is always available to receive your concerns and we will follow up on any issues.

Sincerely,

Chris Strongman
Managing Director
Unimint Ltd.



BILLIONAIRIO

Billionairio is new

Simply put – it's a new raffle-style game that can be played online all around the world with a grand prize of **€ 1 BILLION - the largest lottery payout in history**. There is only one winning ticket for the grand prize – so there are no multiple winners and no chance of sharing with other people AND we pay it out in one lump sum payment. Nothing pro-rated. No deductions.

We also give away an **additional 1200 prizes between € 1,000 and € 10,000,000** along the way.

Billionairio Prizes

Interim draws:

Amount	*block of consecutive tickets sold
200 x **1,000 €	every 1000 tickets* sold, for ticket #1 and 200,000
200 x 10,000 €	every 10,000 tickets* sold, for ticket #1 and 2,000,000
730 x 10,000 €	every 100,000 tickets* sold, for ticket #2,000,001 and #75,000,000
75 x 1,000,000 €	every 1,000,000 tickets * sold
10 x 10,000,000 €	every 7,500,000 tickets* sold

Grand Prize Final:

for 75,000,000 sold tickets	
1 x	1,000,000,000 €
3 x	10,000,000 €
3 x	5,000,000 €
10 x	1,000,000 €
10 x	100,000 €

**the first 10 prizes of EUR 1,000 are guaranteed in the event that less than 10,000 tickets are sold over the duration of the game

Even if a ticket wins one of the interim prizes - that ticket will still be eligible to win € 1,000,000,000.

Our payout ratio is 66%. These funds go directly into a segregated winners pool account at HSBC. So, for example, if there are € 150,000,000 million in ticket sales – then the prize pool will contain € 100,000,000. The more you play – the more we pay.

The draw date for the Grand Prize is set – December 27th, 2007 and if all of the 75,000,000 tickets are sold a € 1 billion will be handed over to ONE winner and that person will become an instant billionaire.



BILLIONAIRIO

How safe and secure is Billionairio?

The business is based in Malta, a European Union member with a licensing authority renowned and respected in the gaming industry. The accounts and business practices are monitored by mandated outside auditors and the license authority. The authority maintains a website where all properly licensed companies are listed.

All prize monies are held in a segregated account with HSBC that is monitored by the license authority. These measures are put in place to protect the interest of all players.

On an individual level, security is important. Billionairio only holds player contact information in its database. Credit card information is only available to the process bank, providing another level of security and peace of mind.

And the winner is...

Billionairio provides financial security to its winners. Amazingly a rather large percentage of lottery winners end up losing most or all of their newfound fortune in only a matter of years. Billionairio will make a financial advisor available to all major prize winners to assist them with managing their new fortunes. The winner is of course not obligated to take advantage of this service.

Partners*



HSBC 

VISA® 



Statutory Auditors
KPMG

 paysafecard

THE WESTIN
DRAGONARA RESORT
Malta

*Billionairio is a registered trademark. All other trademarks belong to their respective owners.



BILLIONAIRIO

Each prize has only one winner

The € 1 billion prize is matched to the ticket number where 8 digits match the last whole digit of the closing value of 8 major global stock exchanges, the sequence of which is already predetermined and posted in a sealed envelope with our accounting firm. On December 27 the envelope will be opened and we will have a winner. In the event not all tickets are sold, then a prorated jackpot will be paid out. For example, if only 75,000 tickets are sold, the grand prize will be € 1 million, and if we only sell half of all 75 million tickets, then the grand prize will not be € 1 billion but rather € 500,000,000.

Draw takes place OFF-LINE based on major stock market indices. Our method makes it virtually impossible to manipulate or predict the winning numbers for any prize.

The interim prizes are very much drawn like in a traditional raffle, once a block of tickets is sold, the draw is triggered.

The first 1000 tickets participate in an interim draw for € 1,000, once every ticket between 001 and 1000 is sold, the draw will take place based on the stock exchange closing value of the following business day.

Billionairio has global appeal

The Internet allows us to address a worldwide audience. While many gaming operators focus solely on industrialized western nations and rely upon the fact that English is a widely spoken first or second language, Billionairio decided to address more than **3.6 billion people in their first language**. Our site is offered in **French, German, Russian, Mandarin, Cantonese, Korean, Japanese, Turkish, Portuguese, and Spanish**. (Including second language speakers in this estimate our potential audience would surpass 5 billion people, which is unprecedented for game offered online or in the real world.)

Approximately 1.6 billion people have access to the Internet and the financial means to participate in our game.

€ 1000 draw example

Indicies

CAC40	3400
DAX	4556
FTSE	5767

Winning Ticket =

#00000 **7 6 0**



BILLIONAIRIO

Billionairio, a game for all ages (...over 18, of course)

NEED A GIFT CERTIFICATE?

BUY TICKET

HOME
ABOUT US
THE GAME
F.A.Q
NEWS
RESULTS
SUPPORT

LOG IN
REGISTRATION

1 WINNER
€1,000,000,000

Next Draw
(estimated)
€1,000
04 / 17 / 2007

Recent Winners

HSBC

ANTI-SPAM POLICY | PRIVACY POLICY | TERMS AND CONDITIONS | NEWS | ABOUT | FAQ | RESULTS | BUY TICKET
RESPONSIBLE GAMING | ANTI MONEY LAUNDERING POLICY

NEWS-TICKER
WEM2-TICKER

Billionairio is a game that is offered online, however the characteristics of our game are much closer to games offered in the real world, such as government sponsored lotteries or raffles. Billionairio is under close and constant supervision by our auditors and Licensing Authority. Many state sponsored lotteries can not match that, as most of them are self regulated and rarely offer outsiders a glimpse inside.

Lotteries are clean, responsible, and fun games. People between the ages of 18 and 99 frequently buy tickets. In western industrialized Nations an average of 25% of the population are considered to be regular lotto players. Moreover when jackpots grow, player participation also increases. A doubling of the jackpot causes ticket sales to triple. A € 30,000,000 jackpot in Germany caused ticket sales of € 145,000,000 in the following week; two tickets for every eligible German resident were sold.



BILLIONAIRIO

It is all about the money

It is commonly assumed that traditional lotteries disburse about half of the ticket revenue in prizes, however, most of the time that is only true for the first round of a game. Once the jackpots grow - the payout ratio declines. A good example is the previously mentioned German lottery jackpot. It grew to 30 million euro - the following week € 145,000,000 ticket revenue was booked, however the final jackpot that was paid out only amounted to approximately € 35,000,000 - an increase of a mere 3.5%.

**Billionairio has a linear prize and jackpot allocation.
If our players purchase tickets for € 150,000,000
our prize pool increases by €100,000,000!**

In addition to an above average payout ratio Billionairio offers its players excellent odds to win. Typically lottery jackpots are played out by matching 7 of 49 numbers, and even the powerball lottery in the United States offers a system under which the chances to win the jackpot are 1 in 223 million. And when you win, you can not even be certain to be the only winner. By comparison Billionairio offers a shot at a 1 billion euro prize for 1 in 75 million tickets. Your chance to become the sole jackpot winner is 3 times better than with most state sponsored lotteries. But it does not stop there. Each ticket participates in up to five draws, a players chance to win € 1,000,000 is a flat 1 in 1 million. Most state sponsored lotteries offer a shot at the main prize for a chance of 1 in 14 million.

Billionairio offers superior value for money.

Billionairio's demographic

Currently over 2,500 gaming operators offer their websites online. The vast majority of these sites offer virtual casino and card games or sports betting services. Their target audience is predominantly male and between the age of 18 and 45. Most games offered online today appeal because of their instant gratification character. You spend your money and within minutes you win or lose. While Billionairio will have a certain appeal to hardcore online players, we will be the first game to bridge the gap and attract players of all ages, male and female. A ticket to win a billion euro - to be won just in time for the New Year!

Billionairio does not compete against other online gaming operators, our product is so different that we do not take away market share from others to grow our business. Billionairio is a game people will play in addition to their current choice of casino games and sports betting options.



BILLIONAIRIO

State sponsored lotteries vs. Billionairio

While our game bears all the characteristics of a state sponsored lottery or raffle, the global reach, time span of the game and price and prize structure are such that there is no competitive tension between Billionairio and state sponsored games. Players who purchase a ticket for a game that will run for one year will continue to play their weekly lottery pick. Billionairio does not require the same player participation per country compared to a state sponsored lottery because we reach a much wider audience. When we sell out - the average percentage participation per country will be so small that it poses no competitive opposition to state sponsored games.

Billionairio's demographic

We want to engage in an open dialogue with all media, online, print, audio and video alike. Our game has been prepared with great care. There are no secrets. We welcome media inquiries and will be available for every interview. We will not dodge any of your questions - so long as they pertain to our game, of course. We believe that a large part of the appeal of our game is derived from the fact that people love to hear success stories. Winners are admired, people like to know when something good happened and we will continuously inform the media about winners. We will also strive to make winners of larger prizes available for interviews. We will hold winner ceremonies in Malta with our partner, the Westin Dragonara Resort, and invite all media to attend.

We also believe that the first ever € 1 billion winner is an event that deserves extensive coverage – we hope you agree.

Please feel free to send inquiries for interviews or more information to:

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