



BINGO JUST GOT SEXY

Ann Summers launches new on-line bingo site with up to £2 million retail giveaway, as smoking ban hits traditional bingo halls.

Ann Summers, the high street's leading purveyor of pleasure, will become the first multi-channel retailer to launch an on-line bingo site when AnnSummersBingo.com goes live on July 12th 2007. Developed in partnership with St Minver, AnnSummersBingo.com promises to be the sexiest bingo site on the web. Created with their female customers in mind, AnnSummersBingo.com boasts the sexiest bingo caller (research amongst Ann Summers customers said that he had the "horniest voice") and a new collection of nicknames for the numbers. In typical Ann Summers style these are cheekier, saucier and naughtier than the traditional nicknames associated with bingo numbers.

The top monthly (rollover) prize fund will be up to £100k, with daily prizes up to £15k and individual game prizes from £20 - £200. Each "card" costs only 10p a game to play. Players who visit the Ann Summers chat room on the bingo site will also have the chance to win spot prizes that will include gorgeous new Ann Summers lingerie and the new Rampant Rabbit Wave.

To promote the launch of AnnSummersBingo.com Ann Summers will be giving every retail customer in July and August a lucky scratch card that could give them free money to play on the site. In total Ann Summers will be giving away up to £2 million to play on-line. In addition Ann Summers will also match any first deposit made, so for every £50 deposited, Ann Summers will give each player another £50.

Jacqueline Gold, Ann Summers Chief Executive said:

“Ann Summers is all about having lots of sexy fun. We know from our Ann Summers’ Parties that our customers like playing bingo but when they see the fabulous prizes we have on offer and hear our delicious caller, not to mention our outrageous new number nicknames, they are going to love it. Look out ladies: bingo just got sexy.”

“We are delighted to be working with Ann Summers. They are extremely well positioned to be a major player in online bingo and their timing is perfect,” said Jim Ryan, CEO of St Minver. “With the smoking ban set to drive bingo players out of the halls and onto the online sites, Ann Summers will benefit from the exodus. According to recent research conducted by St Minver, players are drawn to the offerings of brands that they know and trust plus the player demographics could not be a better fit.”

www.annsummersbingo.com / www.annsummers.com/bingo launches 12th July 2007

-Ends-

Notes to Editors

- Ann Summers has 134 stores across the UK and Ireland.
- annsummers.com gets 1.2 million unique users a month.
- 7,500 Ann Summers Party Organisers hold 4,000 Ann Summers Parties a week.
- St Minver is the operator of one of Europe’s largest poker networks and the world’s biggest bingo network and is the leading supplier of fully-managed gaming solutions to high profile partners, including Yahoo! Games, lastminute.com, Telefonica, Virgin Games and Littlewoods. St Minver also partners with major media groups in Spain, Scandinavia, Latin America, Russia and Eastern Europe. Operating under a Gibraltar gaming license, St Minver manages player liquidity, tournaments, customer service and promotions across a European network of 96 poker, bingo and casino sites.

For more information contact:

Ann Summers’ Press Office:

Emma: 01883 629 227
Lizzie: 01883 629 609
Email: press@annsummers.com

St. Minver Contacts:

Jim Ryan (CEO, St Minver) – 00 350 49 552
Leigh Nissim (Managing Director, St Minver (UK) Ltd 0207 182 7900