

Rehab Expands Ireland's First Online Lottery Site

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Rehab Lotteries have announced the addition of exciting new content to www.rehablotteries.com, Ireland's first online lottery games website.

Visitors to the site, which was developed and launched by Rehab Lotteries in August 2003, can now for the first time play entertaining and fast paced instant video lottery games with great payouts. The first game in this new category is Fruit Bar, which is fun to play, easy to win and has a €1,000 top prize. Rehab plans to add four more exciting games to the video lottery category in the near future.

In line with Rehab's strategy of providing website visitors with a total entertainment experience, the range of games which can be played for fun, without spending any money, has also been expanded.

First up, is Rehab's new Free Charity Bingo. This game enables players to interact with other visitors to the site by playing bingo games for free and at the same time being able to chat with other players using Rehab's unique Free Charity Bingo chat line. Rehab will be adding a pay version of Charity Bingo with progressive and large cash jackpots in the coming months.

Rehab has also added three other games Quick Klick, Solitaire and Mah Jongg, all of which are highly engaging and challenging interactive games of skill which visitors to the site can play for free. Players can see how their scores compare with other site visitors.

Widely viewed as the country's first serious attempt to use the internet to generate income for a good cause, rehablotteries.com has been designed to help fund Rehab's countrywide home-based and residential respite care programmes for people with disabilities.

“Our business model is to provide our supporters with an entertaining and engaging website. Visitors can play for free or cash prizes. Our cash games return 95% of income in prizes and offer jackpots of up to €10,000. Given these figures, it’s no wonder that our percentage of repeat players is above 70% after just six months in business,” said John McGuire, Managing Director of Rehab Lotteries. “Rehablotteries.com is not only a novel and a fun way to try your luck with the lottery, but it’s also a great way to support a worthy cause.”

Dr. McGuire added that low operating costs made the high prize payout levels possible and, provide lottery players with compelling reasons to play online games as opposed to the traditional land-based lottery games which return only around 50% of income in prizes.

The merchant services for the site are provided by Barclays Bank, ensuring high levels of security on all credit cards payments, while the technology used has been provided by US-owned Lottery Network Services Ltd, a company specialising in the development of lottery games software.

The Rehab Group is one of Ireland’s largest companies in the not-for-profit sector. It provides training, employment and care services to people with disabilities and the socially disadvantaged. The Group provides services to 40,000 clients at 160 locations in Ireland and the UK.

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