

LOTTOMATICA GROUP S.p.A.

Viale del Campo Boario, 56/d – 00154 ROME

Paid-in share capital Euro 172,015,373.00

**VAT number, tax payers' code and enrolled with the Companies Register of Rome
under no. 08028081001**

**Subjected to the direction and coordination by
De Agostini S.p.A.**

NOTICE OF CALL FOR ORDINARY SHAREHOLDERS' MEETING

Shareholders are called to attend the Ordinary Shareholders' meeting at the registered office located in Rome, Viale del Campo Boario no. 56/d, on April 30, 2010, at 11.00 a.m. in order to resolve upon the items on the following

Agenda:

- 1) financial statements as at December 31, 2009 and proposed allocation of net profits and of part of the disposable reserves; inherent and consequent resolutions;**
- 2) 2010-2016 stock option plan reserved for Group employees; empowerment of the Board of Directors; inherent and consequent resolutions;**
- 3) 2010-2014 stock allocation plan reserved for Group employees; empowerment of the Board of Directors; inherent and consequent resolutions;**
- 4) proposed amendment to the overall amount of the compensation of all the members of the Board of Directors, pursuant to Article no. 2389, paragraph 3 of the Italian Civil Code; inherent and consequent resolutions;**
- 5) proposed buy back program pursuant to Articles no. 2357 and no. 2357-ter of the Italian Civil Code; empowerment of the Board of Directors; inherent and consequent resolutions;**

The share capital of Lottomatica Group S.p.A., resolved for a total amount of Euro 180,857,821.00, results to be subscribed and paid in for Euro 172,015,373.00 and made up by no. 172,015,373 ordinary shares, each with a nominal value of Euro 1.00. Every ordinary share gives the right to one vote in the shareholders' meetings of the Company. As at the time of this notice of call, the Company holds no. 3,346,190 own shares, whose voting rights are suspended pursuant to Article 2357-ter, paragraph 2, second part of the Italian Civil Code.

Pursuant to the provisions of law and to Article 8.3 of the Company's By-laws, Shareholders that, even jointly, represent at least one-fortieth of the share capital, may

send the Company within five days of the publication of this notice, to the attention of the Corporate Affairs Department, a request to supplement the list of items on the agenda with evidence of the further proposed items.

Additional items on the agenda, however, are not allowed if, pursuant to the law, the Shareholders have to resolve on such items on the basis of a proposal, a project or of a report by the Directors. If supplemented the agenda will be published in the same way as this notice at least ten days before the day set for the Shareholders' meeting.

Pursuant to the law and to Article 9 of the By-laws, Shareholders are entitled to attend the meeting if the authorized intermediaries that keep their accounts have delivered to the Company the communication required by the current provisions within two business days before the date set for the Shareholders' meeting.

The Company does not impose a share freeze as a prerequisite to attend the meeting: Shareholders are only required to give instructions to the intermediaries who keep their accounts so that the latter may timely deliver to the Company the above mentioned communication. This does not give rise to any impediment to the subsequent release of the shares referred to in the communication; in such event, the intermediary who has sent the communication is required to inform the Company without delay of any partial or total transfer (or any other act of disposal) of the corresponding shares since the said communication would no longer effectively entitle the participant to attend the meeting.

The Company may in no circumstances be held liable for any requests for prior notices in order for the necessary formalities to be discharged in good time or for any cases of shares lodged not actually being available that may be imposed by the intermediaries' practices.

Shareholders may be represented in compliance with the provisions under Article 9 of the Company's By-laws and Article 2372 of the Italian Civil Code, also by signing the proxy form attached to the copy of the above mentioned communication of the authorized intermediaries; a proxy specimen is also available on the website www.lottomaticagroup.com, section *Governance - Documents and reports - Shareholders' Meeting April 30, 2010*.

Shareholders and their representatives are kindly requested to appear at least one hour before the time at which the Shareholders' meeting is to begin, with the copy of the above mentioned communication and of the proxy if any, in order to facilitate the registration procedures.

The draft financial statements and the consolidated financial statements as at December 31, 2009, together with the annual corporate governance report, as well as the other required documentation in connection with the items on the agenda shall be made available to the public within the terms of law at the Company's registered office and at the seat of Borsa Italiana S.p.A., as well as on the website www.lottomaticagroup.com, section *Governance - Documents and reports - Shareholders' Meeting April 30, 2010*, and the public shall be made aware thereof. Shareholders are entitled to peruse such documentation and obtain copies at their own expense.

Rome, March 30, 2010

LOTTOMATICA GROUP S.p.A.
on behalf of the Board of Directors
The Chairman
Lorenzo Pellicoli