

HILARIOUS... INGENUOUS COMEDIC CHARACTER... GLOBAL PHENOMENON... *MR BEAN*!



Mr Bean is known and adored throughout the world, his universal appeal stems from his loveable, simplistically funny nature, which never fails to make people from all areas of the world laugh.



WHY LAUNCH A *MR BEAN* INSTANT GAME?

- A global comedic entertainment brand representing the best in "slapstick" humor
- The original *Mr Bean* first aired in 1990 and has since been sold to 190 territories worldwide
- In 2002, *Mr Bean* was transformed into a hugely successful animated series seen in over 65 countries worldwide and is a huge ratings success
- Worldwide video sales have reached 20 million sold
- The key demographics are consistent with Lottery players
- The new film, *Mr Bean's Holiday*, launched in March 2007 with huge success and has already grossed more than \$215 million worldwide
- The image of *Mr Bean* allows for a number of humorous, eye-catching ticket concepts
- There are endless merchandise possibilities with over 200 product options including *Mr Bean* DVDs, videos, books, bobble heads and many more promotional items to offer unique prizing opportunities to entice players at retail

Let the Master of Disaster loose in your Lottery Jurisdiction by bringing this likeable personality to your players!

BRAND new possibilities
instant **RESULTS**

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