



TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARESⁱ

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:ⁱⁱ

The Weather Lottery plc

2 Reason for the notification (please tick the appropriate box or boxes):

An acquisition or disposal of voting rights	YES
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	NO
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	NO
An event changing the breakdown of voting rights	NO
Other (please specify):	NO

3. Full name of person(s) subject to the notification obligation:ⁱⁱⁱ

SVS Securities plc

4. Full name of shareholder(s)
(if different from 3.):^{iv}

N/A

5. Date of the transaction and date on which the threshold is crossed or reached:^v

4 August 2010

6. Date on which issuer notified:

4 August 2010

7. Threshold(s) that is/are crossed or reached:^{vi, vii}

10%

8. Notified details:

A: Voting rights attached to shares^{viii, ix}

Class/type of shares	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights	% of voting rights ^x		
if possible using the ISIN CODE			Direct	Direct ^{xi}	Indirect ^{xii}	Direct	Indirect
ordinary shares of 0.1p each. ISIN: GB00B1DWH640	20,261,718	20,261,718	7,646,718	7,646,718	0	4.11%	0.00%

B: Qualifying Financial Instruments

Resulting situation after the triggering transaction

Type of financial instrument	Expiration date ^{xiii}	Exercise/ Conversion Period ^{xiv}	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights
N/A	N/A	N/A	N/A	N/A

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments^{xv, xvi}

Resulting situation after the triggering transaction

Type of financial instrument	Exercise price	Expiration date ^{xvii}	Exercise/ Conversion period ^{xviii}	Number of voting rights instrument refers to	% of voting rights ^{xix, xx}	
					Nominal	Delta
N/A	N/A	N/A	N/A	N/A	N/A	N/A

Total (A+B+C)

Number of voting rights
7,646,718

Percentage of voting rights
4.11%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:^{xxi}

N/A

Proxy Voting:

10. Name of the proxy holder: N/A

11. Number of voting rights proxy holder will cease to hold: N/A

12. Date on which proxy holder will cease to hold voting rights: N/A

13. Additional information:

Notification using a total voting rights figure of
185,971,405

14. Contact name:

James Bushell, SVS Securities plc

15. Contact telephone number:

020 7638 5600