

CAMPEAO LOTTO AND GAMING CORP. ANNOUNCES INITIAL LISTING ON THE GXG MARKET

FOR IMMEDIATE RELEASE

(Press Release) PORTO ALEGRE, BRAZIL (April 15, 2014) – Campeao Lotto and Gaming Corp. (the “Company”) and its directors are pleased to announce that non-voting shares (Class B) of the Company commenced trading today on the GXG Markets under the trading symbol CLG:G4 [GXG: CLG].

Campeao Lotto and Gaming Corp., a Canadian corporation, with an office in Porto Alegre, Brazil, is a company that is involved in developing and marketing lotteries in Brazil. The Company launched a lottery in the State of Rio Grande do Sul, Brazil in November, 2013 and is supplying the management, marketing and technology to enable it to expand nationally. Its strategic partners include industry veterans from gaming operations, marketing and technology.

While Brazil will be the Company’s initial market, the Company has plans to expand into other countries. Brazil boasts the world’s second-largest emerging market with a growing economy and a burgeoning middle class, the Company’s primary target demographic, who have more disposable income to spend.

The Company’s initial objective has been to form an allegiance with associations involved with sport in the country. To that end, the Company has acquired a one-third interest in a joint venture named “Troco”, a Brazilian entity established to operate the online and real-time sale of lottery tickets linked to professional football (soccer) clubs in Brazil.

In explaining the joint venture investment, Mr. Glen R. McIntyre, the Company’s President, remarked “We are very pleased to be major partners in Troco and in the marketing tie-ins to football that it represents. The company’s alliance with football, the world’s favourite sport, and its teams, with millions of dedicated fans, offers attractive revenue potential for all involved. Our board and executive management team are very pleased to be able to announce this new partnership in conjunction with our new listing on the GXG stock market.”

Campeao Lotto and Gaming Corp. has been admitted with an opening price of 0.18 EUR/Class B, giving the Company a Market Capitalization of 10,918,958.22 EUR based on recently completed private placements.

Campeao Lotto and Gaming Corp. appointed Concord Capital AG, Frankfurt/Germany as GXG Corporate Advisor.

About Campeao Lotto and Gaming Corp.

Campeao Lotto and Gaming Corp. is a new gaming corporation with headquarters in Brazil. It operates a lottery game in Rio Grande do Sul with plans of additional games throughout Brazil and in other countries. For more information, please visit the company's website at www.campealotto.com.

Contacts

- Media:
operations@campealotto.com

- Investors:

info@campealotto.com