



## PRESS RELEASE - FOR IMMEDIATE RELEASE

**London, July 2021 – 30-year lottery industry veteran Mike Purcell joins the ABACUS Solutions North American team as a sales consultant.**

ABACUS Solutions International Group (ABACUS) is pleased to announce it is strengthening its position in the Lottery industry by executing a consulting services contract with Mike Purcell.

Mike's lottery career started in 1988 as a Lottery Sales Representative with the Virginia Lottery where he was promoted to Regional Sales Supervisor. From there he worked at the Florida Lottery as a District Manager, Director of Sales and then Deputy Secretary of Sales. After leaving Florida Mike became the Senior Vice President of Sales and Marketing in Kentucky. In January 2021 Mike started his own consulting company. His extensive knowledge of lottery products, product development and implementation from the store level to the corporate level will be a significant benefit to ABACUS.

Mike said: "I first met Simon and his team at a NASPL conference in 2016 and was introduced to the ABACUS product. I was sold instantly. I knew this was something that would not only create significant incremental sales but would make accounting and data analysis significantly easier for the retailer. I'm thrilled to be working with this team and to help them with this solution for the retailers and the lotteries."

Simon Butler, CEO of ABACUS, said: "Mike is a huge additional asset to the US team with more than thirty years of lottery sales experience. We are delighted he could see the opportunity with Abacus and we look forward to the coming months as we make further progress with the North American lotteries and retailers taking on board our solutions. "

### **About ABACUS**

Abacus – the gateway at the heart of connecting consumers, retailers and lotteries in the global market.

Abacus believes the future of lottery lies in integrating into the existing retailer and consumer infrastructures by providing a highly secure transaction gateway that enables all parties to work together and create mutual growth. The Abacus Fusion Platform sits at the heart of connecting consumers, retailers, and lotteries, with the Abacus team managing integration from start to finish. Abacus believes in building long term relationships by working together to develop new and innovative solutions. By using cutting edge technology, created by forward thinking industry experts, the Abacus gateway enables lotteries and retailers to respond to the ever-changing consumer market with speed, agility, reliability, and integrity.

For more information visit: [www.lotteryeverywhere.com](http://www.lotteryeverywhere.com)