

Confirmed Winner - £15,000.

Mrs Susan Wilson
19 Pigeon Street
West Townsville
Hamptonshire
WX9 3BE
United Kingdom

Congratulations **Mrs Wilson** – it is confirmed, you are a winner.

As **Official Grand Prize Marshal** for the SuperMegaLotto I am delighted to confirm that you are the winner of a fantastic **GUARANTEED prize** – it has been **officially confirmed**. Just imagine what you can do with the **£15,000 GUARANTEED prize** when it is delivered to you in **West Townsville... Mrs Wilson**, I look forward to **bringing this CHEQUE to your front door myself**. Don't mistake this – it really is you.

Just tick the correct box on the **GUARANTEED PRIZE CLAIM CERTIFICATE** below and return it in the enclosed envelope with the **£17 claim fee**, and **the £15,000 can be yours**. You must complete the form and **return it within 5 DAYS** to ensure that you **don't miss out** on the **CONFIRMED £15,000** prize... Once we receive your **PRIZE CLAIM CERTIFICATE** we can make the necessary arrangements for your prize to be paid to you – **I will PERSONALLY contact you immediately after I receive your winning certificate** to ensure that you receive **YOUR money** without delay.

Remember, Mrs Wilson – **if you don't respond quickly you will miss out on £15,000**, which would be a real shame. **POST YOUR CERTIFICATE TODAY.**

Yours sincerely

Mr A. Bergdorf
SuperMegaLotto Prize Committee

GUARANTEED PRIZE CLAIM CERTIFICATE

GUARANTEED PRIZE: £15,000

Prize Claim xn9023478 – Mrs Wilson, 19 Pigeon Street, West Townsville

YES. I, as a **CONFIRMED PRIZE WINNER**, wish to claim the £15,000 GUARANTEED prize. I enclose my one-off claim fee of £17 which entitles me to receive my prize **IN FULL**, and agree to accept the £15,000 CASH PRIZE. I also agree that **SuperMegaLotto can use photographs of me receiving my prize** in future promotions.

DEADLINE FOR RECEIPT – NEXT THURSDAY – PLEASE RETURN IMMEDIATELY.

IMPORTANT.

**if you fail to return the certificate in time,
you WILL LOSE the £15,000... DON'T MISS
OUT.**

Contest Rules

RULES OF THE GAME 'CONFIRMED WINNER' – VERSION 'CONFIRMED WINNER £15,000'.

1. SUPERMEGALOTTO IS ORGANISING A FREE PRIZE DRAW CALLED 'CONFIRMED WINNER £15,000' WITH A CLOSING DATE OF 1/1/2007. THIS FREE PRIZE DRAW MAY APPEAR UNDER DIFFERENT NAMES BUT WITH A SINGLE FIRST PRIZE WINNER. 2. THE DRAW IS OPEN TO EACH PERSON OVER THE AGE OF 18 WHO HAS RECEIVED A LETTER FROM SUPERMEGALOTTO INVITING THEM TO ENTER. EMPLOYEES OF SUPERMEGALOTTO AND THEIR FAMILIES ARE NOT ENTITLED TO ENTER. 3. THE PRIZES TO BE WON IN THE VERSION 'CONFIRMED WINNER £15,000' ARE AS FOLLOWS – 1 CASH PRIZE OF £15,000 STERLING, TO BE PAID TO THE WINNER IN THE CURRENCY OF THEIR COUNTRY OF RESIDENCE, IS AVAILABLE. 4. TO ENTER THE DRAW THE DOCUMENT HEADED 'GUARANTEED PRIZE CLAIM CERTIFICATE' MUST BE COMPLETED AND RETURNED IN THE REPLY ENVELOPE PROVIDED BEFORE 31/12/2006 TO SUPERMEGALOTTO ADMINISTRATION. ANY INCOMPLETE, AMENDED, ILLEGIBLE, PHOTOCOPIED OR FALSIFIED DOCUMENT WILL BE REJECTED. 5. ANY PERSON RETURNING THEIR PRIZE CLAIM CERTIFICATE IRREVOCABLY AUTHORISES SUPERMEGALOTTO TO USE THEIR NAME, LOCATION AND PHOTOGRAPH FOR PUBLICITY PURPOSES IF THEY ARE THE WINNER OF THE FIRST PRIZE UNLESS THE PRIZE IS NOT CLAIMED. 6. BY RETURNING THE PRIZE CLAIM FORM PARTICIPANTS AGREE TO BE BOUND BY THESE RULES. 7. THE FIRST PRIZE WINNER WILL BE NOTIFIED BY FIRST CLASS POST WITHIN 28 DAYS AFTER THE DRAW HAS BEEN COMPLETED AND WILL HAVE 14 DAYS TO CLAIM THE PRIZE. THEY WILL BE SENT THE PRIZE WITHIN 48 HOURS OF OUR RECEIVING CONFIRMATION THAT THEY WILL ACCEPT IT. DETAILS OF THE FIRST PRIZE WINNER WILL BE SENT TO ANYONE REQUESTING THEM IN WRITING ONCE AT LEAST 28 DAYS HAVE PASSED SINCE THE DRAW, NO INFORMATION WILL BE GIVEN OVER THE TELEPHONE. 8. IF THE PRIZE IS NOT CLAIMED IT WILL REMAIN THE PROPERTY OF SUPERMEGALOTTO.

YOU REALLY ARE A WINNER, THIS IS CONFIRMED AS THE DRAW TAKES PLACE UNDER THE CONTROL OF AN INDEPENDENT SUPERVISOR AND PRIZES ARE AWARDED AS SOON AS THEY ARE CLAIMED. YOU MUST ENTER WITHIN THE TIME PERIOD SET IN ORDER TO RECEIVE THE PRIZE YOU ARE ENTITLED TO.

The hook

This is the 'hook' that the scammers use to grab your interest: the letter says you've absolutely positively definitely won £15,000. But if you look closely, it never quite says that. **It only implies that you've won the £15,000** to get your interest – the small print says that all you get for your £17 'claim fee' is entry into a prize draw. The mention of using your photo in publicity is also often used to confirm the impression that you've won a large prize.

The pitch

It's official – scammers pick the language they use in letters like this very carefully to make themselves appear reputable and trustworthy. That's why they use words like 'official', 'confirmed', and 'guaranteed' all the time. But remember, it's the 'official' who sent the letter who's 'confirming' and 'guaranteeing' the promises made, not anyone you know and trust. Scammers also use things like official-looking stamps and reference numbers for this purpose.

For your eyes only – another trick scammers use is to personalise the letter as much as possible to make it look like you're the only person they've written to. They'll use your name and address in the text for this purpose, and include sections that appear to be hand-written or hand-signed. In reality it's easy for them to use computer programs to automatically insert personalised text like names and addresses into thousands of letters, and the 'hand-written' bits are actually printed on the letters.

Urgent. – to get you to part with your money as quick as possible the scammers set very short deadlines for you to respond, and emphasise how urgent it is that you send your 'claim fee' off quickly. The reasons for this are that it helps them get their hands on your money more quickly, and it makes it more difficult for enforcement authorities to stop them.

The con

Here's the catch – you have to send them £17. Now £17 doesn't sound like a lot if it gets you £15,000 in return, but when you read the small print you find out that all your £17 gets you is entry into a prize draw with everyone else who's had a similar letter. But the draw may have already been made – so you don't increase your chances of winning by responding. So what you're really going to get for your £17 is a fairly small chance at winning £15,000, and loads more letters like this one. When you respond to a scam mailing, the people behind it will often put you on a target list and sell the list to other scammers as potential victims.

Small Print – The small print is where the scammers hide all their nasty surprises – that's why they use tiny text, hard-to-read fonts and colours that don't show up on the page very well. Some scammers also put the small print in parts of their mailings where you're less likely to read them, such as on the inside of the envelope the letter came in. The simple reason for this is that if you did read the small print, it'd undo all their hard work in trying to create the impression that you can claim a huge prize just by sending off a small amount of cash. In here are the rules of the competition you're entering – which isn't mentioned anywhere else – and the inconvenient fact that you probably haven't won anything at all.