

# 15.8 Million Entries! Pennsylvania Lottery Promotion Created by Scientific Games Sets U.S. Industry Record



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**Scientific Games Corporation** →  
Apr 03, 2017, 08:45 ET

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LAS VEGAS and ATLANTA, April 3, 2017 /PRNewswire/ -- Scientific Games Corporation (NASDAQ: SGMS) ("Scientific Games" or the "Company") today announced that a promotion created by Scientific Games for the Pennsylvania Lottery has set an industry record for the most entries into a promotion offered by a U.S. lottery. More than 15.8 million tickets were entered into the *Secret Santa Second-Chance Drawings* promotion for the opportunity to win surprise prizes in addition to cash prizes ranging from \$10,000 to \$100,000.



(PRNewsFoto/Scientific Games Corporation)...

Additionally, during the 10-week promotional period, the Pennsylvania Lottery's VIP Players Club membership grew by 13 percent with 76,000 new registrants.

Drew Svitko, Executive Director, Pennsylvania Lottery, said, "For the third year in a row, we've worked with Scientific Games to launch a second-chance holiday promotion. And while previous years were very successful, our 2016 promotion really engaged our players on multiple levels. For the first time, we included all draw games. This promotion drove consistent engagement with the Lottery and our games during the holidays, ultimately helping us in our overall mission to raise monies to benefit older Pennsylvanians."

Building on similar holiday-themed second-chance promotions in 2014 and 2015, the record-breaking *Secret Santa Second-Chance Drawings* promotion featured a mobile-compatible interactive game developed by Scientific Games, which was played online more than two

million times during the promotional period, averaging 28,000 plays a day. The Company's interactive games engage players with popular social game mechanics, social login, social sharing and leaderboards.

Amy Hill, Vice President, Digital Content Studio for Scientific Games, said "We added a fun twist to the promotion this year. Players could choose from two second-chance drawings, either a *Secret Santa* drawing which featured unknown prizes or a *Not So Secret Santa* drawing which featured prizes from \$10,000 to \$100,000. Most chose the *Secret Santa* drawing, proving they love to be surprised."

The online promotion offered players the opportunity to enter non-winning tickets from six holiday-themed instant games, as well as winning and non-winning draw-based games (except Raffle). Tracked sales for eligible games during the 10-week promotion reached nearly \$40 million.

Players submitted 63 percent of their entries via the Pennsylvania Lottery's mobile app, also developed by Scientific Games. The app has been installed on more than 466,000 mobile devices since September 2014.

Scientific Games provides games, technology and services to more than 150 lotteries worldwide, including nearly every North American lottery.

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## About Scientific Games

Scientific Games Corporation (NASDAQ: SGMS) is a leading developer of technology-based products and services and associated content for worldwide gaming, lottery and interactive markets. The Company's portfolio includes gaming machines, game content and systems; table games products and utilities; instant and draw-based lottery games; server-based lottery and gaming systems; sports betting technology; loyalty and rewards programs; and interactive content and services. For more information, please visit us at [www.scientificgames.com](http://www.scientificgames.com).

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## **Forward-Looking Statements**

In this press release, Scientific Games makes "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements describe future expectations, plans, results or strategies and can often be identified by the use of terminology such as "may," "will," "estimate," "intend," "plan," "continue," "believe," "expect," "anticipate," "target," "should," "could," "potential," "opportunity," "goal," or similar terminology. These statements are based upon management's current expectations, assumptions and estimates and are not guarantees of timing, future results or performance. Therefore, you should not rely on any of these forward-looking statements as predictions of future events. Actual results may differ materially from those contemplated in these statements due to a variety of risks and uncertainties and other factors, including, among other things: competition; U.S. and international economic and industry conditions, including slow growth of new gaming jurisdictions, slow addition of casinos in existing jurisdictions, and declines in the replacement cycle of gaming machines; ownership changes and consolidation in the gaming industry; opposition to legalized gaming or the expansion thereof; inability to adapt to, and offer products that keep pace with, evolving technology, including any failure of our investment of significant resources in our R&D efforts; inability to develop successful products and services and capitalize on trends and changes in our industries, including the expansion of internet and other forms of interactive gaming; laws and government regulations, including those relating to gaming licenses and environmental laws; dependence upon key providers in our social gaming business; inability to retain or renew, or unfavorable revisions of, existing contracts, and the inability to enter into new contracts; level of our indebtedness, higher interest rates, availability or adequacy of cash flows and liquidity to satisfy indebtedness, other obligations or future cash needs; inability to reduce or refinance our indebtedness; restrictions and covenants in debt agreements, including those that could result in acceleration of the maturity of our

indebtedness; protection of our intellectual property, inability to license third party intellectual property, and the intellectual property rights of others; security and integrity of our products and systems and reliance on or failures in information technology and other systems; challenges or disruptions relating to the implementation of a new global enterprise resource planning system; failure to maintain internal control over financial reporting; natural events that disrupt our operations or those of our customers, suppliers or regulators; inability to benefit from, and risks associated with, strategic equity investments and relationships; failure to achieve the intended benefits of our acquisitions; incurrence of restructuring costs; implementation of complex revenue recognition standards or other new accounting standards; changes in estimates or judgments related to our impairment analysis of goodwill or other intangible assets; fluctuations in our results due to seasonality and other factors; dependence on suppliers and manufacturers; risks relating to foreign operations, including fluctuations in foreign currency exchange rates, restrictions on the payment of dividends from earnings, restrictions on the import of products and financial instability, including the potential impact to our business resulting from the affirmative vote in the U.K. to withdraw from the EU, and the potential impact to our instant lottery game concession or VLT lease arrangements resulting from the recent economic and political conditions in Greece; changes in tax laws or tax rulings, or the examination of our tax positions; dependence on key employees; litigation and other liabilities relating to our business, including litigation and liabilities relating to our contracts and licenses, our products and systems, our employees (including labor disputes), intellectual property, environmental laws and our strategic relationships; influence of certain stockholders; and stock price volatility.

Additional information regarding risks, uncertainties and other factors that could cause actual results to differ materially from those contemplated in forward-looking statements is included from time to time in our filings with the SEC, including the Company's current reports on Form 8-K, quarterly reports on Form 10-Q and its latest annual report on Form 10-K filed with the SEC on March 3, 2017 (including under the headings "Forward Looking Statements" and "Risk Factors"). Forward-looking statements speak only as of the date they are made and, except for Scientific Games' ongoing obligations under the U.S. federal securities laws, Scientific Games undertakes no obligation to publicly update any forward-looking statements whether as a result of new information, future events or otherwise.

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