

# Scientific Games Acquires Bingo Showdown Creator Spicerack Media



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**Scientific Games Corporation** →  
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LAS VEGAS, April 11, 2017 /PRNewswire/ -- Scientific Games Corporation (NASDAQ: SGMS) ("Scientific Games" or the "Company") today announced it completed the acquisition of privately held mobile and social game company Spicerack Media, Inc. ("Spicerack"). The addition of Spicerack, creator of the *Bingo Showdown* social bingo game app, complements Scientific Games' impressive stable of social casino games and mobile offerings. The acquisition will be immediately accretive to earnings and cash flow. Terms of the deal were not disclosed.

Barry Cottle, Chief Executive, SG Interactive, said, "We are excited by the addition of Spicerack's talented team and complementary nature of their successful bingo game offering to our expanding portfolio of rapidly growing social casino apps. The acquisition will be immediately accretive and provide additional momentum in the mobile gaming space, as we look to exceed players' expectations of exciting and engaging gaming entertainment experiences."

Spicerack's leading product, *Bingo Showdown*, which constitutes the large majority of Spicerack's revenue, was a top five social bingo title in 2016, and has seen increased growth and market share gains each quarter since its launch. Spicerack's games are available on Facebook, Amazon.com, the Apple app store and Android app on Google play.

Davy Campano, one of the founders of Spicerack Media, said "We are excited to bring our product portfolio into a company with the reputation of Scientific Games. Their interactive business has seen rapid growth over a sustained period of time, and we are proud to be joining such a successful part of the Company."

Spicerack was founded in 2007 and is headquartered in Chattanooga, Tennessee. Spicerack was advised by Daniel Burns and Adele Sinclair of Oakvale Capital LLP.

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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: disruption of current plans and operations as a result of the transaction; competitive responses to the transaction; unexpected costs, charges or expenses resulting from the transaction; the ability of Scientific Games to integrate Spicerack's business; the ability of Scientific Games to implement its plans, forecasts and other expectations with respect to Spicerack's business after the completion of the transaction; and the other risks, uncertainties and important factors contained and identified in Scientific Games' filings with the Securities and Exchange Commission ("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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