

# WILLY WONKA GOLDEN TICKET™ Game Offers Lucky Player A Chance To Win Up To \$1 Billion

Largest Multi-State Linked Instant Lottery Game Prize in U.S. History



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**Scientific Games Corporation** →  
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LAS VEGAS and ATLANTA, May 11, 2017 /PRNewswire/ -- Scientific Games Corporation (NASDAQ: SGMS) ("Scientific Games" or the "Company") today announced that it has created a multi-state linked game with the largest prize opportunity for a linked lottery instant game in U.S. history. The *WILLY WONKA GOLDEN TICKET*™ game is launching initially in 11 U.S. states. The "scratch" game offers players the chance to win prizes instantly plus a bonus second-chance opportunity to win trips to Las Vegas where lucky second-chance players will take part in the *WILLY WONKA*™ *BILLION DOLLAR CHALLENGE*™ event to win cash prizes from \$1,000 up to \$1 billion.



(PRNewsfoto/Scientific Games Corporation)...

With sales off to a strong start, the Texas Lottery was first to launch the *WILLY WONKA GOLDEN TICKET™* game in March, followed by the Georgia Lottery and Kentucky Lottery in April, and the Colorado Lottery and Maine State Lottery in May. In addition to the 11 lotteries set to offer the game to their players in 2017-18, a number of other lotteries are considering adding the game to their portfolio.

Jim Kennedy, Group Chief Executive, Lottery for Scientific Games said, "We are thrilled that one lucky player is going to get a shot at winning up to a \$1 billion in *the BILLION DOLLAR CHALLENGE™*. We have been exploring the billion dollar prize concept for some time, and we believe the wonderful world of *WILLY WONKA* ties in perfectly to this large prize opportunity."

"The *WILLY WONKA GOLDEN TICKET™* game has two great elements - a *GOLDEN TICKET* and the *BILLION DOLLAR CHALLENGE™*. Like the iconic film, the game emphasizes life-changing opportunities," Kennedy said. "The game has been extremely well received by both state lotteries and players here in North America."

The *WILLY WONKA GOLDEN TICKET*<sup>™</sup> game offers players a chance to win cash prizes at retail locations instantly for winning tickets. Eligible non-winning tickets can be entered into an online second-chance drawing for the opportunity to win a four-day/three-night trip to Las Vegas (player plus guest), including airfare, deluxe accommodations, ground transportation, spending money, and participation in the *BILLION DOLLAR CHALLENGE*<sup>™</sup> for the opportunity to win up to a \$1 billion annuity. The *BILLION DOLLAR CHALLENGE*<sup>™</sup> event is planned for May of 2018.

Scientific Games offers a full media package for the *WILLY WONKA GOLDEN TICKET*<sup>™</sup> game, including TV and radio ads, retail point-of-sale materials, and websites. Lotteries can select from several styles of branded game art, and have the flexibility to offer the game at the \$5-\$20 price point. The majority of participating lotteries plan to launch the game at \$10.

The Texas Lottery opted to offer their game as a \$10 super-sized ticket (12" x 8") featuring three separate games. "Super-sized tickets are very popular with Texas players, and we knew they would enjoy the possibility of finding a *GOLDEN TICKET* and the potential of winning up to a \$1 billion prize," said Gary Grief, Executive Director of the Texas Lottery. "More than two million tickets were sold in just the first few weeks, supporting our continued mission to generate revenue for Texas education and veterans."

The \$1 billion prize would be paid as an annuity over 40 years. At the individual lottery's discretion, players may choose a lump sum payment. For rules, regulations, and additional details on the *WILLY WONKA GOLDEN TICKET*<sup>™</sup> and *BILLION DOLLAR CHALLENGE*<sup>™</sup>, visit the participating lotteries' official websites.

WILLY WONKA & THE CHOCOLATE FACTORY and all related characters and elements © and <sup>™</sup> Warner Bros. Entertainment Inc. (s17)

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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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