

# Scientific Games Brings Real Innovation to North America's Lotteries at NASPL 2017 in Portland

CADDYSHACK™, HASBRO™, WILLY WONKA™ and WONDER WOMAN™  
Excite Exhibit of Industry-leading Games, Technology and Services



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**Scientific Games Corporation** →  
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LAS VEGAS and ATLANTA, Sept. 13, 2017 /PRNewswire/ -- Scientific Games Corporation (NASDAQ: SGMS) ("Scientific Games" or the "Company") will unveil the real innovation behind the success of its customers on six continents at the North American State and Provincial Lotteries ("NASPL") Annual Conference September 13-15 in Portland, Oregon. The Company will showcase its proprietary, transformative SciQ™ lottery retail environment in a private area of the exhibit.

Scientific Games Chief Executive Officer of Lottery, Jim Kennedy, said, "Our innovation teams have been very focused on bringing real, actionable innovation to NASPL 2017. From the best new licensed brands, to the most creative games and innovative technology, our exhibit offers breakthrough ideas and solutions for how lottery products are brought to market, enjoyed by

millions of players, and ultimately drive increased revenue for lotteries' good causes. We are a trusted business partner to our customers, and that begins with innovations that work in the real world."

The innovation centerpiece of the Scientific Games NASPL 2017 exhibit is the *SciQ* lottery retail environment, featuring new, patented technology that has already been previewed by several major national retail chains that recognize it may revolutionize the way instant games are sold at retail.

As the world's largest supplier of instant games, the Company will showcase its blockbuster *WILLY WONKA GOLDEN TICKET*<sup>™</sup> linked instant game on sale in 11 U.S. states. Attendees can experience innovative *HD Games*<sup>™</sup> in a new video, try new instant play styles – and see, touch and feel creative printing options like *Gigantix*<sup>®</sup>, *Sparkle*<sup>™</sup> and *Ice Inks*<sup>™</sup>.

From the industry's biggest brands portfolio, lotteries can experience players' favorites at Scientific Games' exhibit, including from our partners, Warner Bros. Consumer Products, the 1980s cult comedy film *CADDYSHACK*<sup>™</sup>, one of the most beloved and comedic sports movies of all time; sweet, scrumdilyumptious *WILLY WONKA*<sup>™</sup>; the heroic power of *WONDER WOMAN*<sup>™</sup>; and unforgettable board game classics like *MONOPOLY*<sup>™</sup> and *YAHTZEE*<sup>™</sup> from the *HASBRO*<sup>™</sup> portfolio.

Scientific Games' data scientists will demonstrate how their consumer insights inform customer game creation and portfolio management using advanced new research tools like *ONEVoice*<sup>™</sup>.

The Company's systems technologists will take attendees on a tour of Scientific Games' retail solutions, from new cashless ways to sell lottery games, to its flagship retailer and self-service terminals, anchored by *AEGIS*<sup>®</sup>, the agile lottery gaming system that powers multi-channel sales including popular virtual sports games.

A highlight of Scientific Games' exhibit will also be the industry's largest portfolio of interactive solutions. The Company's second-chance promotions and games, loyalty programs and mobile apps are continuing to break records. Generating an astounding 15.8 million entries – the most ever submitted into a single second-chance lottery promotion in the U.S. – the *Secret Santa*

*Second-Chance Drawings* has been shortlisted for the 2017 Global Gaming Awards "Digital Product of the Year". The *Secret Santa* hidden object game will be demonstrated at NASPL, where Scientific Games will introduce the industry to the next generation of player loyalty. To date, over \$5.4 billion in lottery tickets have been entered into the Company's loyalty programs.

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

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### **About Scientific Games**

Scientific Games Corporation (NASDAQ: SGMS) is the global leader in technology-based gaming systems, table games, table products and instant games and a leader in products, services and content for gaming, lottery and interactive gaming markets. Scientific Games delivers what customers and players value most: trusted security, creative content, operating efficiencies and innovative technology. Today, we offer customers a fully integrated portfolio of technology platforms, robust systems, engaging content and unrivaled professional services. For more information, please visit [www.scientificgames.com](http://www.scientificgames.com)

### **About Warner Bros. Consumer Products**

Warner Bros. Consumer Products (WBCP), a Warner Bros. Entertainment Company, extends the Studio's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, J.K. Rowling's Wizarding World, Looney Tunes and Hanna-Barbera. The division's successful global themed entertainment business includes groundbreaking experiences such as The Wizarding World of Harry Potter and Warner Bros. World Abu Dhabi (opening 2018). With innovative

global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.

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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 can be identified by words such as "will," "may," and "should." 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 those factors described 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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