



For Immediate Release

## **SG Gaming Teams Up with Mecca for Luda Venture**

**London – March 8, 2018 –** [Scientific Games Corporation](#) (NASDAQ: SGMS) (the “Company”) today announced that the Company’s [SG Gaming UK division](#) has partnered with Mecca Bingo to supply its terminals to a number of their new Luda venues. Luda brings a brand-new concept to the arcade and bingo sector, providing players with the opportunity to enjoy bingo and slots in a relaxed and sociable environment with a café-style food menu.

SG Gaming has installed *T8* terminals, the state-of-the-art *Riviera* and the *Rainbow Riches Community Cash* 3-player terminal in Luda’s Walsall, Weston-Super-Mare and Leeds venues, working closely with Mecca Bingo to provide staff training and a joint promotional plan which optimises the capabilities of the server-based gaming platform.

All terminals come complete with a range of engaging content developed under the *Barcrest*®, *Bally*®, and *WMS*® gaming brands. SG Gaming’s *T8* terminals also feature multi-player community game options – a popular proposition for players who are looking to add variety to their gaming experience.

“We’re delighted to be extending our partnership with Mecca and supporting their innovative new Luda venues,” said Phil Horne, Chief Executive Officer of SG Gaming. “This is an incredibly exciting high street proposition, and we have worked closely with them to provide what we feel to be the most complementary gaming mix from our terminal range and content library.

“We have specifically selected the *Riviera* terminal due to its impressive performance to date, and we feel that by providing the *T8* alongside it, we can offer Luda players not only a varied range of terminals, but also a mixed content proposition on both terminal types, such as the popular *Rainbow Riches* series. We very much look forward to developing this partnership and continuing to support Mecca in this exciting new venture.”

“With the growth in popularity of online gaming, land-based gaming has to find innovative ways to encourage customers to take advantage of its offerings and remain competitive,” said Alan Morgan, Managing Director of Luda. “Building on our existing partnership with SG Gaming through the launch of our exciting new Luda venture has been a great way for us to realise this, enabling our customers to enjoy state-of-the-art terminals and popular content in a new, convenient high street concept.”

SG Gaming’s *Riviera*, *T8* and *Rainbow Riches Community Cash* 3-player terminals are available now in Mecca Bingo’s Walsall, Weston-Super-Mare and Leeds Luda venues.

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### **About Scientific Games**

Scientific Games Corporation (NASDAQ: SGMS) is a world leader in gaming entertainment offering the industry's broadest and most integrated portfolio of game content, advanced systems, cutting-edge platforms and professional services. The company is #1 in technology-based gaming systems, digital real-money gaming and sports betting platforms, casino table games and utility products and lottery instant games, and a leading provider of games, systems and services for casino, lottery and social gaming. Committed to responsible gaming, Scientific Games delivers what customers and players value most: trusted security, engaging entertainment content, operating efficiencies and innovative technology. For more information, please visit [www.scientificgames.com](http://www.scientificgames.com).

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### **Forward-Looking Statements**

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