



Scientific Games Launches *THE GAME OF LIFE* Scratch, Fast Play and Digital Lottery Games with World-Leading Pennsylvania Lottery

Pennsylvania Players Enjoying Omni-channel Adventures this Summer with *THE GAME OF LIFE* Lottery Games

ATLANTA – August 23, 2023 – [Scientific Games](#) brings Hasbro’s iconic *THE GAME OF LIFE* board game to [Pennsylvania Lottery](#) players this summer with the launch of instant scratch games and Fast Play terminal-generated games at retail as well as a digital game with the record-breaking [Pennsylvania iLottery](#) program. It is the first omni-channel launch in the global lottery industry featuring *THE GAME OF LIFE* brand, exclusively offered through Scientific Games.

Drew Svitko, Executive Director for the Pennsylvania Lottery, said, “We are delighted to launch *THE GAME OF LIFE* omni-channel lottery games for our players. We knew the brand’s adventurous theme and immediate recognition would be a hit both at retail and online. Launching games with multiple ways to play creates more awareness for all the different kinds of entertainment we offer while driving proceeds to benefit older Pennsylvanians.”

THE GAME OF LIFE \$10 instant scratch game and \$5 Fast Play game launched at Pennsylvania Lottery retailers in May and June respectively. The scratch game generated \$15.2 million in revenue in the first month, and the Fast Play game is one of the top two performing \$5 Fast Play games in the Lottery’s current portfolio. Since its launch in May, *THE GAME OF LIFE* iLottery game continues to remain in the Top 10 of the more than 150 Pennsylvania eInstant games for wagers and the Top 5 with new players.

In fiscal year 2022, licensed branded games created by Scientific Games for U.S. lotteries represented USD \$2.7 billion in retail sales. The company offers 100+ brands for lottery games, the largest in the industry, including Hasbro game-related brands *BATTLESHIP*, *BOGGLE*, *CLUE*, *CONNECT 4*, *MONOPOLY*, *OPERATION*, *PAYDAY*, *SCRABBLE*, *TRIVIAL PURSUIT*, and *YAHTZEE*.

John Schulz, President of Americas and Global Instant Products for Scientific Games, said, “The Pennsylvania Lottery always strives to offer a variety of games with different playstyles, ways to win and top prizes that appeal to all Pennsylvanians. *THE GAME OF LIFE* omni-channel games continue that effort. We’re excited that they’ve been so successful and look forward to continuing our game innovation together.”

The Pennsylvania Lottery, ranked among the Top 15 performing lotteries in the world for total sales and the Top 5 for instant game sales (*La Fleur’s 2023 World Almanac*), is well-known in the lottery industry for its innovative products and use of technology. In 2018, Scientific Games and the Pennsylvania Lottery launched iLottery in the state, growing the program to the first in the U.S. to top \$1 billion in sales in less than two years.

Scientific Games provides retail and digital games, technologies, analytics and services to 130 lotteries in 50 countries, including nearly every North American lottery.

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About Scientific Games

Scientific Games is a leading provider of lottery products, technology and services to government-sponsored lottery programs globally. From cutting-edge backend systems to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We push game designs to the next level and are pioneers in instant games, data analytics and iLottery. Built on a foundation of trusted partnerships, Scientific Games combines relentless innovation, performance, and unwavering security to responsibly propel the industry forward. For more information, visit scientificgames.com.

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