



## **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**

**LAS VEGAS and ATLANTA – September 13, 2017** – [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™* linked instant game on sale in 11 U.S. states. Attendees can experience innovative *HD Games™* in a new video, try new instant play styles – and see, touch and feel creative printing options like *Gigantix®*, *Sparkle™* and *Ice Inks™*.

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™*, one of the most beloved and comedic sports movies of all time; sweet scumdidilyumptious *WILLY WONKA™*; the heroic power of *WONDER WOMAN™*; and unforgettable board game classics like *MONOPOLY™* and *YAHTZEE™* from the *HASBRO™* 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™*.

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®*, 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 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**

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