



SCIENTIFIC GAMES' NEWEST SELF-SERVICE TECHNOLOGY IS MODERNIZING RETAIL AND GROWING SALES

Lottery Instant Game Self-Service Sales Jump 19% at Stores Where *PlayCentral Powered by SCiQ*
Units Launched

ATLANTA – September 15, 2022 – [Scientific Games](#) announces that the company's new *PlayCentral Powered by SCiQ* retail technology has increased instant game self-service sales an average of 19% at participating [Pennsylvania Lottery](#) retailers. Scientific Games credits the sales increase to the integration of its ground-breaking SCiQ analytics and inventory management software to the company's award-winning *PlayCentral* terminals and additional customer-facing game capacity. The advanced technology from Scientific Games gives lotteries unprecedented access to real-time data and industry-leading analytics to optimize game portfolio management, inventory control, marketing and promotions.

Amanda Hess, Store Manager, [Rite Aid #245 - 326536 \(PHDS\)](#), said, "*PlayCentral Powered by SCiQ* is a revolutionary improvement for the growth of our lottery business. It gives us professional presentation of games for players, ease of loading games for retailers, has additional game capacity, and this helps better manage lottery as a category in our store. With the new data and reporting, its driving a closer partnership with retailers and the Pennsylvania Lottery."

Donna Prince, Store Manager, [Sheetz – 314318](#), said, "Lottery sales have been amazing, and the terminal is well accepted by our players. We like how easy it is loading Scratch-Off games and reports that we understand and utilize. Our reconciliation process is extremely easy with the new system."

PlayCentral Powered by SCiQ, with a capacity of up to 40 games per unit is now installed at over 1,000 locations and is scheduled to expand to additional Pennsylvania retailers by the end of the year. With a retailer network of 10,000, the Pennsylvania Lottery is ranked No. 5 in the world for instant game sales.

Drew Svitko, Executive Director for the Pennsylvania Lottery, said, "Our goal is to keep our players' favorite Pennsylvania Lottery Scratch-Off games stocked and available wherever they play. With consumers' increased use of convenient self-service across all retail in the past several years, the real-time data and expanded bin capacity benefits of *PlayCentral Powered by SCiQ* comes at the perfect time."

Scientific Games' *PlayCentral* line of self-service lottery terminals are highly regarded in the U.S. lottery landscape. During the pandemic, Sächsische Lotto-GmbH, a leading German lottery advanced self-service for players with *PlayCentral* terminals. In 2019, Scientific Games won global Walmart Supplier of the Year for Product for the company's *PlayCentral 54* units that were developed for the big box retailer's self-service checkout areas.

Pat McHugh, CEO for Scientific Games, said, "This level of strategic data was previously not available to lotteries, and these initial results are impressive. Advancing our *PlayCentral* terminals with

SCiQ provides the Pennsylvania Lottery and its retailers with actionable insights to optimize game management, control inventory and marketing efforts in real time. Combining this real time analytics advantage with expanded game capacity, these new terminals are already proving they can increase self-service lottery sales.”

In addition to retail technology, Scientific Games currently provides the Pennsylvania Lottery with gaming technology across its entire retail and digital games portfolio, the *Scientific Games Enhanced Partnership* program for instant games portfolio management, the record-breaking iLottery program and CRM services.

Scientific Games provides retail and digital games, technology and services to 130 lotteries in 50 countries around the globe, including nearly every North American lottery.

PHOTO: Donna Prince, Store Manager, Sheetz – 314318 in Lebanon, Pennsylvania with a new PlayCentral Powered by SCiQ lottery self-service terminal from Scientific Games.

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About Scientific Games

Scientific Games is a global leader in retail and digital products, technology and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We are industry pioneers in data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, 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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