



Scientific Games and New York Lottery Continue Nearly 50-Year Primary Scratch-Off Game Partnership

More High-performance Scratch-off Entertainment from Company Coming to New York Players

ATLANTA – May 13, 2024 – [Scientific Games](#) and the [New York Lottery](#) will continue their nearly 50-year partnership to bring world-leading instant scratch-off games to players in the state with a new primary provider contract. The partnership, which began in 1976, powered the New York Lottery’s [Scratch-Off](#) games to a \$4.4 billion product by fiscal year 2022-2023 and helped contribute billions in funding for education in the state.

The New York Lottery boasts one of the highest total lottery profits in North America and is ranked No. 8 worldwide for instant scratch game sales (*La Fleur’s 2024 World Almanac*). The collaborative, primary provider partnership with Scientific Games has resulted in a well-balanced scratch-off portfolio, with three price points ranked in the top five in the U.S. for weekly per capita sales (*MAP 52-week average per capita*). Focus on \$30 scratch-offs with innovative designs and strategic prize structures that appeal to a broad player base has delivered consistent top performers.

“The New York Lottery is proud to continue its partnership with Scientific Games,” said **Gweneth Dean, Director of the New York Lottery**. “For decades, our collaboration has resulted in billions of dollars for New York’s public schools, and we look forward to creating exciting new games for our players and supporting our dedicated retailers across the state.”

As part of the new contract, Scientific Games will continue to provide the New York Lottery with consumer and product research and data analytics, game development and portfolio planning to help ensure the success of the Lottery’s scratch-off games.

“We’re honored to continue as the primary scratch-off game provider to one of the world’s most successful lotteries and support their important mission to fund education for New York students,” said **John Schulz, President of Americas & Global Instant Products for Scientific Games**. “Our long-standing, strategic partnership has continued to bring entertaining scratch entertainment experiences to players in the state, and we look forward to many more decades of success together.”

U.S.-based Scientific Games created and produced the New York Lottery’s very first scratch-off game and has worked side-by-side with the Lottery to provide products across the state’s network of approximately 14,000 lottery retailers.

With products that generate more than 70% of global instant game retail sales, Scientific Games is the world’s largest lottery games creator, producer and services provider, and the primary provider to nine of the Top 10 performing instant game lotteries in the world.

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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 instant games, 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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