



Scientific Games Launches New South Carolina Education Lottery Players' Club Rewards Program

All New Rewards Program Features CRM and Business Intelligence, Supports Mobile App

ATLANTA – December 7, 2023 – [Scientific Games](#) announces the [South Carolina Education Lottery](#) has an all-new [Players' Club Rewards](#) program that elevates the lottery experience for players around the state. The achievement-based program recently launched, bringing a host of new features offering players the opportunity to enter all instant and draw game tickets for chances to win cash and exciting prizes. Scientific Games' award-winning customer relationship management (CRM) services and robust business intelligence tools are integrated into the rewards program, enabling SCEL to create powerful player engagements and personalized experiences. The rewards program is offered online and through the mobile app the company developed for SCEL. The launch marks Scientific Games' eighth comprehensive rewards program currently in market.

"We're excited to launch the new Players' Club Rewards Program which supports all instant and draw game tickets and gives our players fun, new options for rewards through base points and achievements. We've worked with Scientific Games to develop a rewards program that is not only highly engaging for our players, but helps drive sales," said **Ammie Smith, Director of Product Development for the SCEL**.

Players' Club Rewards members can earn SCEL COIN with every ticket entered into the rewards program and by completing achievements. SCEL COIN can then be entered into weekly, monthly, and specialty prize drawings. Additionally, every member has a personalized dashboard and a suite of convenient features including scanning tickets through the mobile app.

"The new Players' Club Rewards Program allows the SCEL to engage with its players more effectively by leveraging all aspects of the rewards program and our CRM services," said **Amy Warner, Senior Director of Digital Engagement for Scientific Games**. "We pioneered the industry's first comprehensive player rewards program in 2009 and have continually advanced its features and capabilities over the past 14 years. Our goal is to ensure today's players can easily and conveniently engage with the lottery and its games and enjoy unique ways to be rewarded with more opportunities to win cash and prizes."

The new rewards program and enhanced mobile app are key components of *Scientific Games Enhanced Partnership's* premier digital engagement services. The partnership includes the company's world-leading instant game design and portfolio management services, as well as licensed brand services, data-driven analytics and insights, game manufacturing, advanced logistics, marketing, sales support, and product distribution across the SCEL's network of more than 3,900 retailers.

Scientific Games launched the world's first secure lottery retail instant game in 1974, the first digital instant game in the U.S. in 2014, and is a leading provider of digital games, mobile apps, player loyalty programs and other digital products and services for the global lottery industry.

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About Scientific Games

Scientific Games is a global leader in retail and digital games, technology, analytics 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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