



WILLY WONKA GOLDEN TICKET LINKED GAME AND EVERLASTING MILLION CHALLENGE EVENT A SWEET SUCCESS

Lucky Player from Massachusetts Wins \$1 Million!

ATLANTA – October 4, 2022 – [Scientific Games](#) has successfully wrapped the company’s second *WILLY WONKA GOLDEN TICKET Linked Game* lottery winners’ event in Las Vegas. More than 120 lottery players from nine U.S. states participated. Amid cheers of excitement at a colorful, *WILLY WONKA & THE CHOCOLATE FACTORY* inspired venue, players at the *EVERLASTING MILLION CHALLENGE* event won a total of \$1,427,500 million in prizes. Winners from Maryland, New Mexico, and Pennsylvania advanced as finalists before a lucky winner from Massachusetts won \$1 million. The event, in addition to the *WILLY WONKA GOLDEN TICKET* instant scratch game and digital promotion, was produced by Scientific Games in partnership with Warner Bros. Themed Entertainment.

To date, the *WILLY WONKA GOLDEN TICKET* instant game has topped \$1 Billion in sales and generated approximately \$300 million in returns to the 18 participating states’ general funds and beneficiary programs such as education, elderly care and the environment.

Kyle Rogers, VP of North American Instant Products for Scientific Games, said, “Our white-glove winners’ events are unique, once-in-a-lifetime experiences for lottery players that are second to none. Over the past 15 years, our creative teams have perfected the many details in our linked play experience, from the play style of the instant scratch game to the digital second-chance opportunity, and the branded, immersive experience at the winners’ event. Our *Linked Games* have generated nearly \$4.5 billion in retail sales for lotteries. We are continually creating new and exciting experiences for players.”

The *EVERLASTING MILLION Second Chance* digital promotion offered players an opportunity to enter online to win a four-day/three-night trip to Las Vegas! Each trip winner also had the opportunity to participate in an exclusive lottery winner’s event, the *EVERLASTING MILLION CHALLENGE* for the chance to win \$1,000 up to \$1 million a year for life. The event included three exciting rounds of games featuring iconic elements from the landmark film, including *GOLDEN EGGS*, *FIZZY LIFTING DRINKS*, *WONKA BARS*, and of course the *EVERLASTING GOBSTOPPER*. The trip included the trip winner and one guest’s roundtrip airfare, hotel accommodations and ground transportation, as well as spending money and meals.

The company pioneered *Linked Games* winners’ events in 2007 and has since produced 30 major events for the lottery industry, including the first *WILLY WONKA GOLDEN TICKET* event in 2017. With an up to \$1 billion prize opportunity, the first game offered the largest prize in U.S. history for a lottery linked instant game.

Scientific Games continues to unveil new and exciting *Linked Games* to entertain and engage players and generate lottery good cause funding. The company provides retail and digital games, technology, analytics and services to 130 lotteries in 50 countries around the globe, including nearly every North American lottery.

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.

About Warner Bros. Themed Entertainment (WBTE)

Warner Bros. Themed Entertainment (WBTE), part of Warner Bros. Discovery Global Brands and Experiences, is a worldwide leader in the creation, development, and licensing of location-based entertainment, live events, exhibits, and theme park experiences based on Warner Bros. Discovery's iconic characters, stories, and brands. WBTE is home to the groundbreaking global locations of The Wizarding World of Harry Potter, Warner Bros. World Abu Dhabi, WB Movie World Australia, and countless other experiences inspired by DC, Looney Tunes, Scooby, Game of Thrones, Friends, and more. With best-in-class partners, WBTE allows fans worldwide to physically immerse themselves inside their favorite brands and franchises.

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