



## Florida Lottery Extends Scientific Games Enhanced Partnership Program

Company's Game Portfolio Management, Advanced Logistics and Analytics Will Continue Driving Profits for Education in Florida

**ATLANTA – March 27, 2025** – [Scientific Games](#) will continue a successful Scratch-Offs partnership with the [Florida Lottery](#) that has helped propel the Lottery to one of the top five performing instant game lotteries in the world (*La Fleur's 2024 World Lottery Almanac*). The Florida Lottery will continue the *Scientific Games Enhanced Partnership* program for three additional years to drive sales performance and increase profits to fund education for Florida's public schools, colleges and universities, as well as the state's Bright Futures Scholarship Program.

The *Scientific Games Enhanced Partnership* program will continue to provide the Florida Lottery with a robust assortment of products and services, including real-time analytics and insights, portfolio management and game planning, licensed brand services, advanced logistics, retail optimization and second chance programs. Serving more than 13,500 retailers statewide, Scientific Games operates from its Orlando facility, utilizing the powerful *SciTrak Ultra* suite—an industry-leading instant game management solution.

Scientific Games has served as the exclusive or primary supplier of [Florida Lottery Scratch-Offs](#) since the Lottery began in 1988. In 1997, the Lottery expanded to a full partnership with the company for its world-leading instant game management program. Over the 37-year partnership, Florida Lottery Scratch-Off sales grew from \$584 million to more than \$6 billion annually.

**John F. Davis, Florida Lottery Secretary**, said, "Our mission is to maximize revenues for the enhancement of public education in Florida, which have totaled more than \$48 billion thus far. Since 1997, we've helped send more than one million Florida students to college on a Bright Futures Scholarship. By extending our Scratch-Off games partnership with Scientific Games, we will continue to put our students' dreams of higher education within reach."

The *Scientific Games Enhanced Partnership* program is used by more than 20 lotteries, including five of the top six performing instant game lotteries worldwide. *SGEP* drove 31% better performance for U.S. lotteries utilizing the program in fiscal year 2023-24 (*MAP weekly per capita sales*).

**John Schulz, President Americas and Global Instant Products for Scientific Games**, said, "The Florida Lottery's partnership and collaboration with Scientific Games has resulted in Scratch-Off performance that is consistently among the best in the world. We're very proud that our work together has continually improved instant game profits to benefit education in Florida."

Through the years, Scientific Games has provided the Florida Lottery with many licensed property-themed games, including the *MONOPOLY* and *LOTERIA* brands, which are especially popular with Florida players and have become staples in the portfolio.

With products representing 70% of instant scratch game retail sales globally, Scientific Games is the largest lottery games creator, producer and services provider in the world. The company provides retail and digital games, technology, analytics and services to 150 lotteries in 50 countries around the globe.

LOTERIA ®/©: Licensed by Don Clemente, Inc. 2025. All Rights Reserved.

The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MR. MONOPOLY name and character, as well as each of the distinctive elements of the board and playing pieces are trademarks of Hasbro for its property trading game and game equipment. © 1935, 2025 Hasbro. All Rights Reserved. Licensed by Hasbro.

*SciTrak™ Ultra* is a registered trademark of Scientific Games. © 2025 Scientific Games, LLC. All Rights Reserved.

### **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](https://scientificgames.com).

### **About The Florida Lottery**

The Florida Lottery is responsible for contributing more than \$48 billion to enhance education and sending over one million students to college through the Bright Futures Scholarship Program. The Florida Lottery reinvests 99 percent of its revenue into Florida's economy through prize payouts, commissions to more than 13,500 Lottery retailers, and transfers to education. Since 1988, Florida Lottery games have paid over \$98.6 billion in prizes and created more than 4,200 millionaires. For more information, please visit [www.floralottery.com](https://www.floralottery.com).

### **Media Inquiries:**

[Media@scientificgames.com](mailto:Media@scientificgames.com)