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Time is Running Out! The Winners' Event of the Ages is Coming

As fans around the world ready for JURASSIC WORLD REBIRTH—an all new JURASSIC WORLD event film in the storied franchise coming to movie theatres this summer—another kind of adventure awaits.

Scientific Games, the world's largest lottery games company, will feature the iconic \$6 billion global box office franchise in its next epic Linked Game, bringing players from across the U.S. together for a blockbuster winners' event in Hawaii where scenes from the original JURASSIC PARK and JURASSIC WORLD movies were filmed.

In collaboration with Universal Products & Experiences, the company is producing JURASSIC WORLD-themed instant scratch, draw-based, Fast Play and Keno games, as well as iLottery and digital second-chance games. Scratch game designs are available with high-definition HD Games play symbols, as well as the new FusionHolo holographic enhancement.

As with all brands in its licensed portfolio, Scientific Games Licensing conducted extensive consumer research on the JURASSIC WORLD brand. The brand also ranked very high among all players in the Brand Power Index, a metric used to measure a brand's overall strength and influence. And that index roared upward with players 18 to 35 years old.

"This is a cross-generational brand that has the potential to bring



its massive 30+-year fanbase to lottery. We've created a powerful portfolio of JURASSIC WORLD lottery products that will capture players' attention and have them on the hunt to personally experience the brand in multiple channels of play," explains Tina Hoover, VP, Licensing for Scientific Games.

Aloha!

The Linked Game winners' event is set to take place in 2026 at a private nature reserve on the island of Oahu. Every trip winner will play a series of themed games for the opportunity to win up to \$1 million in cash prizes in the Jackpot Challenge.

"Trip winners are going to be tremendously excited. Each and every winner will play their own series of themed games while in Hawaii with a chance at up to a \$1 million prize," Hoover shares. "We love being able to organically

tie a winners' event to a licensed brand. The location immediately puts you into the game, immersing you into the brand itself—and you can really imagine dinosaurs roaming around."

The winners' event, entirely managed by Scientific Games, includes six days/five nights in Hawaii, airfare, hotel, ground transportation, choice of excursion and farewell luau for the trip winner and one guest.

State lotteries will begin launching their JURASSIC PARK and JURASSIC WORLD games this summer, using Scientific Games' turn-key marketing package, which includes a point-of-sale package and a pre-produced radio and TV spot.

The company pioneered Linked Games winners' events in 2007. Since then, Scientific Games has produced more than 981 million Linked Game instant tickets for U.S. lotteries, with a retail value topping \$6 billion.

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