



## **MULTI-CHANNEL APPEAL OF SCIENTIFIC GAMES JACKPOT PARTY AND GOLD FISH BRANDS BUILDING FAN BASE, DRIVING LOTTERY INSTANT GAMES SALES**

### **Popularity of Lottery, Interactive and Casino Game Experiences Demonstrates Cross-Over Appeal and Unique Availability of Company's Entertainment Content**

**LAS VEGAS and ATLANTA – July 19, 2016** –[Scientific Games Corporation](#) (NASDAQ: SGMS) (“Scientific Games” or the “Company”) today announced that two of the Company’s popular casino games brands are proving their multi-channel appeal since debuting as lottery games earlier this year. *Jackpot Party*®, a Scientific Games brand features in slots and interactive gaming products, debuted as a lottery game on a \$5 instant game created for the New York Lottery in February. The new *Jackpot Party* instant game has established a strong following with the New York players. The company’s multi-channel *Gold Fish*® brand is also showing its cross-channel appeal after debuting on a \$2 Ohio Lottery instant game in March. After eight week, the Gold Fish instant game performed better than all other \$2 Ohio Lottery instant games offered in the last fiscal year.

With a top prize of \$500,000 to \$1 million, the all-new New York Lottery *Jackpot Party* instant game offers players unique entertainment experiences across the lottery, interactive and casino game experiences. The lottery instant game features a bonus game on the back of the ticket with five more chances to win cash prizes instantly. Players can scan a QR code on the ticket with their mobile phone to go directly to the *Jackpot Party* mobile/social game from the site. To participate in the promotion, players enter codes from their non-winning *Jackpot Party* instant games for a chance to win a Grand Prize VIP trip to New York City for an exclusive *Jackpot Party* event where they can win up to \$25,000 cash. Other prizes include *Jackpot Party* instant game prize packs, New York Lottery gift cards, and *Jackpot Party* free-play vouchers redeemable at New York racinos.

Gardner Gurney, Director of the New York Lottery, said, “We are always searching for ways to work collectively with the video gaming facilities within New York and *Jackpot Party* has offered us this opportunity. As a game offered at some of the video gaming venues in New York, this game was perfect for crossing over to our lottery portfolio. Just as video gaming customers expect bonusing opportunities, the back of the *Jackpot Party* instant game offers lottery players similar bonus opportunities to win. New York players have been receptive to the instant game, we see *Jackpot Party* as a brand with omni-channel appeal.”

The Ohio Lottery’s *Gold Fish* instant game connects the lottery retail experience to a highly-engaging, interactive second-chance game with social sharing components. Players enter non-winning tickets online for the chance to win \$20,000 in prizes. The interactive game takes players on an under-the-sea adventure with the opportunity to win instant cash prizes of \$25 or \$50, as well as virtual coins, fish food, gear and décor. Players advance through various levels of challenges and achievements in the animated game by “feeding” their virtual pet gold fish and creating a healthy undersea environment. Social log-in and leaderboards allow players to compete and post their scores and wins, deepening the game experience.

Dennis Berg, Director of the Ohio Lottery, said, "The *Gold Fish* brand is a popular VLT game in our Ohio racinos, so it was a natural cross-over to a lottery instant game. The *Gold Fish* instant game is performing well in our \$2 game category."

Michael Lightman, Senior Vice President, Lottery Interactive at Scientific Games, said, "This is really the beginning of some fantastic cross-over brand innovation developed by Scientific Games since the integration of Bally™ and WMS® content following our mergers. Our player motivation-based segmentation study across lottery and gaming consumers in Europe and the U.S. showed us that 74 percent of casino slot machine players also play lottery instant games. Incorporating our popular casino brands into lottery products introduces lottery to other gaming enthusiasts while the innovative game attributes designed into these new games will help deepen engagement with existing players."

The Company provides games, technology and services to more than 1,500 lottery and casino customers globally.

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### **About Scientific Games**

Scientific Games Corporation (NASDAQ: SGMS) is a leading developer of technology-based products and services and associated content for worldwide gaming, lottery and interactive markets. The Company's portfolio includes gaming machines, game content and systems; table games products and utilities; instant and draw-based lottery games; server-based lottery and gaming systems, sports betting technology; loyalty and rewards programs; and interactive content and services. For more information, please visit us at [www.scientificgames.com](http://www.scientificgames.com).

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### **Forward-Looking Statements**

In this press release, Scientific Games makes "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements describe future expectations, plans, results or strategies and can often be identified by the use of terminology such as "may," "will," "estimate," "intend," "plan," "continue," "believe," "expect," "anticipate," "target," "should," "could," "potential," "opportunity," "goal," or similar terminology. These statements are based upon management's current expectations, assumptions and estimates and are not guarantees of timing, future results or performance. Therefore, you should not rely on any of these forward-looking statements as predictions of future events. Actual results may differ materially from those contemplated in these statements due to a variety of risks and uncertainties and other factors, including, among other things: competition; U.S. and international economic and industry conditions, including slow growth of new gaming jurisdictions, slow addition of casinos in existing jurisdictions, and declines in the replacement cycle of gaming machines; ownership changes and consolidation in the gaming industry; opposition to legalized gaming or the expansion thereof; inability to adapt to, and offer products that keep pace with, evolving technology, including any failure of our investment of significant resources in our R&D efforts; inability to develop successful products and services and capitalize on trends and changes in our industries, including the expansion of internet and other forms of interactive gaming; laws and government regulations, including those relating to gaming licenses and environmental laws; dependence upon key providers in our social gaming business; inability to retain or renew, or unfavorable revisions of, existing contracts, and the inability to enter into new contracts; level of our indebtedness, higher interest rates, availability or adequacy of cash flows and

liquidity to satisfy indebtedness, other obligations or future cash needs; inability to reduce or refinance our indebtedness; restrictions and covenants in debt agreements, including those that could result in acceleration of the maturity of our indebtedness; protection of our intellectual property, inability to license third party intellectual property, and the intellectual property rights of others; security and integrity of our products and systems and reliance on or failures in information technology and other systems; challenges or disruptions relating to the implementation of a new global enterprise resource planning system; failure to maintain internal control over financial reporting; natural events that disrupt our operations or those of our customers, suppliers or regulators; inability to benefit from, and risks associated with, strategic equity investments and relationships; failure to achieve the intended benefits of our acquisitions; incurrence of restructuring costs; implementation of complex revenue recognition standards or other new accounting standards; changes in estimates or judgments related to our impairment analysis of goodwill or other intangible assets; fluctuations in our results due to seasonality and other factors; dependence on suppliers and manufacturers; risks relating to foreign operations, including fluctuations in foreign currency exchange rates, restrictions on the payment of dividends from earnings, restrictions on the import of products and financial instability, including the potential impact to our business resulting from the affirmative vote in the U.K. to withdraw from the EU, and the potential impact to our instant lottery game concession or VLT lease arrangements resulting from the recent economic and political conditions in Greece; changes in tax laws or tax rulings, or the examination of our tax positions; dependence on key employees; litigation and other liabilities relating to our business, including litigation and liabilities relating to our contracts and licenses, our products and systems, our employees (including labor disputes), intellectual property, environmental laws and our strategic relationships; influence of certain stockholders; and stock price volatility.

Additional information regarding risks, uncertainties and other factors that could cause actual results to differ materially from those contemplated in forward-looking statements is included from time to time in our filings with the SEC, including the Company's current reports on Form 8-K, quarterly reports on Form 10-Q and its latest annual report on Form 10-K filed with the SEC on February 29, 2016 (including under the headings "Forward Looking Statements" and "Risk Factors"). Forward-looking statements speak only as of the date they are made and, except for Scientific Games' ongoing obligations under the U.S. federal securities laws, Scientific Games undertakes no obligation to publicly update any forward-looking statements whether as a result of new information, future events or otherwise.