



*For Immediate Release:*

## **Maine State Lottery Launches Scientific Games-Developed Player Loyalty Program and Mobile App**

*Company's Interactive Solutions Are Innovating New Conveniences for U.S. Lottery Players and Retailers*

**LAS VEGAS and ATLANTA – January 13, 2016** – [Scientific Games Corporation](#) ("Scientific Games" or the "Company") today announced that the [Maine State Lottery](#) (the "Lottery") launched its new player rewards program, [RewardMe Lottery Club](#), through the Company's *Loyalty Plus* solution. For the first time, lottery players in Maine can participate in a points-based rewards program that allows them to enter their non-winning instant lottery games online, accumulate points and redeem points for prizes and merchandise in the Company's *Points for Prizes* online store. The *RewardMe Lottery Club* supporting mobile app, developed by Scientific Games for iOS and Android smartphones and tablets, may be downloaded from the [App Store](#) or [Google Play store](#) at no cost. With 13 mobile apps released and seven full loyalty rewards programs currently in use by U.S. lotteries—more than any other lottery provider—the Company's interactive solutions are inventing conveniences for U.S. lottery players and retailers.

Tim Poulin, Deputy Director, Maine Bureau of Alcoholic Beverages and Lottery Operations said, "The mobile app is really a key component of our new *RewardMe Lottery Club*. Our players can use it to quickly check their instant and draw game tickets to see if they are winners, and it allows them to scan their non-winning instant games directly into their rewards account with their mobile phone. We're offering our players the same convenience on the go they've come to expect with other consumer products, and it looks like they're enjoying it so far."

The *RewardMe Lottery Club* app can also store a player's favorite draw game numbers and produce a barcode on their mobile screen that can be scanned at the retail checkout to print their lottery ticket.

Michael Lightman, Vice President, Lottery Interactive for Scientific Games, said, "With every rewards program we create and every mobile app that goes live, we learn more and more about consumer convenience and retail efficiency. We designed this app to provide players in Maine with an easy way to engage with the Lottery and its instant and draw games, and to provide support to the more than 1,200 lottery retailers in the state."

Scientific Games began serving the Maine State Lottery in 1975 as its instant game provider and has provided systems technology to the Lottery since 1985. In the last year (FY 2014 to FY 2015), the Lottery experienced 9.9 percent growth in full-line retail sales, ranking it No. 2 in the U.S. for full line percentage growth.

Since the first drawing in 1974, the Lottery has paid over \$2.2 billion in prizes to players and more than \$335 million in sales commissions and bonuses have been paid to Lottery retailers. Over the last 40 years, the Maine State Lottery has transferred over \$1.24 billion to Maine State Government's General Fund to benefit the citizens of Maine, including general purpose aid for local schools, higher education, health services, as well as a variety of other programs.

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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 <http://www.scientificgames.com>

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## **Forward-Looking Statements**

In this press release, Scientific Games may make "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. 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 declines in or slow growth of gross gaming revenues or lottery retail sales, reductions in or constraints on capital spending by gaming or lottery operators and bankruptcies of, or credit risk relating to, customers; limited growth from new gaming jurisdictions, slow addition of casinos in existing jurisdictions and declines in the replacement cycle of existing gaming machines; ownership changes and consolidation in the casino industry; opposition to legalized gaming or the expansion thereof; inability to adapt to, and offer products that keep pace with, evolving technology; inability to develop successful gaming concepts and content; laws and government regulations, including those relating to gaming licenses and environmental laws; inability to identify and capitalize on

trends and changes in the gaming and lottery industries, including the expansion of interactive gaming; 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 obligations or future cash needs, and restrictions and covenants in our debt agreements; protection of our intellectual property, inability to license third party intellectual property, and the intellectual property rights of others; security and integrity of our software and systems and reliance on or failures in our information technology systems; 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, including (i) the inability of our joint venture to realize the anticipated benefits under its private management agreement with the Illinois lottery or from the disentanglement services performed in connection with the termination thereof, (ii) the inability of our joint venture to meet the net income targets or other requirements under its agreement to provide marketing and sales services to the New Jersey Lottery or otherwise to realize the anticipated benefits under such agreement and (iii) failure to realize the anticipated benefits related to the award to our consortium of an instant lottery game concession in Greece; failure to achieve the intended benefits of the Bally acquisition or the WMS acquisition, other recent acquisitions, or future acquisitions, including due to the inability to successfully integrate such acquisitions or realize synergies in the anticipated amounts or within the contemplated time frames or cost expectations, or at all; disruption of our current plans and operations in connection with our recent acquisitions (including in connection with the integration of Bally and WMS), including departure of key personnel or inability to recruit additional qualified personnel or maintain relationships with customers, suppliers or other third parties; costs, charges and expenses relating to the Bally acquisition and the WMS acquisition; inability to complete or successfully integrate future acquisitions; incurrence of employee termination or restructuring costs, and impairment or asset write-down charges; changes in estimates or judgments related to our impairment analysis of goodwill or other intangible assets; implementation of complex revenue recognition standards; 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 and restrictions on the payment of dividends from earnings, restrictions on the import of products and financial instability, including the potential impact to our instant lottery game concession or VLT lease arrangements resulting from the recent economic and political conditions in Greece; dependence on our 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, intellectual property 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 Scientific Games' 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 March 17, 2015 (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.