



**CONTACT: Therese Minella**

**770-825-4219**

## **Scientific Games Symposium Offers Lotteries Worldwide Thought Leadership on Integrating Security and Marketing Innovations**

ATLANTA – November 5, 2014 – [Scientific Games Corporation](#) (NASDAQ: SGMS) (“Scientific Games” or the “Company”) hosted more than 100 lottery professionals from around the world at a 2014 Security & Lottery Products Symposium (“Symposium”) held recently in Atlanta at the Omni CNN Center. Featuring experts in security, technology, product development, marketing and consumer insights, the Company’s biennial Symposium facilitated collaboration and set trends for the global lottery industry for the next several years.

“The Symposium uniquely integrates lottery security and marketing professionals, offering a perspective on both of these important aspects of the lottery business as well as views from experts from outside of our industry,” said Jennifer Welshons, Vice President, Lottery Insights for Scientific Games. “Our goal is to offer the opportunity to share and discuss innovations and happening in our industry and other industries, to refresh perspectives, rejuvenate purpose and apply relevant new thinking to lottery security and marketing.”

Lauren Luttrell, Instant Product Manager of the Massachusetts State Lottery said, “The Symposium was filled with relevant, usable information shared through engaging key note speakers and lively, informative panel discussions. Overall, it was a terrific forum for professional growth with many opportunities to share and exchange ideas – I look forward to the next Symposium’s offerings.”

The four-day 2014 Security & Lottery Products Symposium was themed *The Road to Success*, with a focus on rapidly evolving consumer preferences, creating and marketing lottery products in today's multi-channel world, educating lottery retailers, and protecting the security and integrity of the games.

"In terms of security, the Symposium is one of the most valuable seminars offered in the lottery industry. It is a real opportunity to share experience and expertise between security managers and our provider in different locations worldwide," said Thierry Pujol, Director of Risk Management and Security for La Francaise des Jeux, the Lottery in France. "Although we are managing confidential issues, we can share ideas about how to avoid problems, how to improve our procedures and how to fight against fraud. It helps to continually challenge our own procedures and equipment."

Mark Lauber, Business Development Leader for Swisslos, the Lottery in Switzerland, said, "The Symposium proved to be an excellent platform to meet with U.S. colleagues and exchange ideas about security issues."

"The Symposium is one of the best programs for lotteries in the U.S.," said Charlie McIntyre, Executive Director of the New Hampshire Lottery Commission. "Our lottery staff came back to New Hampshire energized and motivated."

One of the Symposium highlights was keynote speaker Herb Sorensen, Ph.D., a renowned retail consultant and self-described "shopper scientist" who has worked with Fortune 100 retailers and consumer packaged goods manufacturers for more than 40 years studying consumer behavior, motivations and perceptions at the point of purchase. "Gaming is actually a very natural part of retail – shoppers are always looking to 'win' with a surprise delight purchase or a great price," said Sorensen who received the 2013 Charles Coolidge Parlin Award from the American Marketing Association. "This means there is a huge potential to integrate lottery right into the purchase process."

Welshons said that the Symposium featured a special look at the Millennial generation through a live panel discussion with 13 participants of varying ages and

segments within the adult age cohort (18-34). The panel connected with lotteries, answered questions and provided a glimpse into their consumer habits and how lottery products fit into their lifestyles. "Lottery attendees seemed to really enjoy the unique opportunity to bounce ideas off of a captive audience," Welshons shared. "Their main takeaway was that going after Millennials is not an effective strategy because they are not a homogenous group. A model of studying consumer segments – and within those segments, studying younger adults – is a much better strategy."

### **About Scientific Games**

Scientific Games Corporation is a leading developer of technology-based products and services and associated content for worldwide gaming and lottery markets. The Company's portfolio includes instant and draw-based lottery games; electronic gaming machines and game content; server-based lottery and gaming systems; sports betting technology; loyalty and rewards programs; and social, mobile and interactive content and services. For more information, please visit:

<http://www.scientificgames.com>.

### **Company Contacts**

Investor Relations:

Bill Pfund (847) 785-3167

Media Relations:

Mollie Cole (773) 961-1194

### **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," "continue," "believe," "expect," "anticipate," "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 lottery retail sales or gross gaming revenues, reductions in or constraints on capital spending by gaming or lottery operators and credit risk relating to customers; 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 casino industry; opposition to legalized gaming or the expansion thereof; ability to adapt to, and offer products that keep pace with, evolving technology; ability

to develop successful gaming concepts and content; laws and government regulation, 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; retention and renewal of existing contracts or entry into new or revised contracts; level of our indebtedness, higher interest rates, availability and adequacy of cash flows and liquidity to satisfy obligations or future needs, and restrictions and covenants in our debt agreements; protection of our intellectual property, ability 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 meet the net income targets or otherwise to realize the anticipated benefits under its private management agreement with the Illinois lottery, (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 (including as a result of a protest) 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 acquisition of WMS, including due to the inability to realize synergies in the anticipated amounts or within the contemplated time-frames or cost expectations, or at all; inability to complete future acquisitions, including the pending acquisition of Bally Technologies, Inc. (“Bally”) due to the failure to obtain the required approvals or debt financing or otherwise; litigation relating to the pending Bally acquisition; disruption of our current plans and operations in connection with the pending Bally acquisition (whether prior to its completion or following its completion, including in connection with the integration of Bally), 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 pending Bally acquisition; inability to successfully integrate future acquisitions, including Bally (including SHFL entertainment, Inc. and Dragonplay Ltd.) following completion of the pending Bally acquisition; failure to realize the intended benefits of the pending Bally acquisition, including the inability to realize the anticipated synergies in the anticipated amounts or within the contemplated time-frames or cost expectations, or at all; inability to control Bally until completion of the Bally acquisition; incurrence of restructuring costs, revenue recognition standards and impairment charges; 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 import of our products; dependence on our 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 under the heading “Risk Factors” in our most recent Annual Report on Form 10-K. 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.