



Scientific Games Wins North American Lottery Game of the Year and iLottery Game of the Year.

Massachusetts State Lottery \$500,000 FRENZY and Pennsylvania Lottery THE GUS® GAME SHOW Games Recognized for Innovation and Performance

ATLANTA – October 22, 2026 – [Scientific Games](#) won Lottery Game of the Year and iLottery Game of the Year in the Gaming Intelligence North America Awards 2026 for games created in collaboration with two U.S. lotteries. The global lottery company's \$500,000 FRENZY instant scratch game innovated with the [Massachusetts State Lottery](#) was named Lottery Game of the Year, and THE GUS® GAME SHOW online game created with the [Pennsylvania Lottery](#) earned iLottery Game of the Year.

Since 2015, the Gaming Intelligence Awards recognize the operators and suppliers that are shaping regulated gaming markets. A specific lottery category was added in 2026, with a [full list of winners](#) recently published.

"Winning Lottery Game of the Year and iLottery Game of the Year demonstrates how collaboration can translate new ideas into strong performance in support of lottery beneficiary programs. These awards recognize the game design, player insights and creative storytelling that we put into building games that connect with players and deliver results for lotteries," said **Matt Lynch, Chief Player Experience Officer for Scientific Games.**

"We congratulate the Massachusetts State Lottery and Pennsylvania Lottery on these shared achievements. From a fresh approach to retail scratch game prize structures to a new digital stage for a beloved lottery mascot, these games show what we can accomplish together."

Created by Scientific Games with the Massachusetts State Lottery, \$500,000 FRENZY brings together the science of prize structure design and the art of retail presentation. The \$50 scratch game spotlights its namesake \$500,000 prize, with 50 top prizes available to players. The prize structure thrives as a high-energy, win-often experience that complements—rather than competes with—a traditional top-prize design, giving players two distinct ways to engage at the same price point.

Fluorescent and premium metallic silver inks on holographic give \$500,000 FRENZY a distinctive presence at retail. The game features Fast Cash instant wins of \$100, \$500 and \$2,000, multipliers up to 500X, 10 second-chance drawings and up to 38 chances to win. Launched May 12, 2026, it generated more than \$108 million in sales in less than 16 weeks. Retail sales for the Massachusetts State Lottery support the Commonwealth's cities and towns in the form of unrestricted local aid, while online sales support a grant program for early childhood education and care.

For the Pennsylvania Lottery, Scientific Games rolled out the red carpet for *GUS*. The bespoke instant game gives the Lottery's recognizable mascot his first starring role in an online lottery game, extending his adventures to the Pennsylvania iLottery experience.

Created in partnership with the Pennsylvania Lottery, the game stays true to the mascot's personality while introducing a colorful, high-energy game show setting designed for online play. Launching April 21, 2026, *THE GUS GAME SHOW* delivered sales performance 50% above index in its first month and remained more than 25% above index after 17 weeks. Unique player numbers also remained 10% to 20% above benchmark after 17 weeks. The Pennsylvania Lottery supports programs that benefit older Pennsylvanians.

Currently serving 150 government-regulated lotteries in 50 countries, Scientific Games is the world's largest lottery games creator, producer and manager and a global leader in lottery and sports betting technology systems, digital lottery games, mobile apps, and player loyalty programs.

GUS® is a registered trademark of the Pennsylvania Lottery.

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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.

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