



Sales Gains Drive Scientific Games' SCiQ Tech Expansion at North Carolina Education Lottery Retailers

Company's Retail Ecosystem Boosts Scratch-Off Sales at 7-Eleven, Circle K and Kroger's Harris Teeter Locations Statewide

ATLANTA – September 10, 2026 – [Scientific Games](#) and the [North Carolina Education Lottery](#) are focused on data-driven retail optimization across the state, expanding the rollout of SCiQ technology ecosystems to a total of 2,000 NCEL retailers. The expansion follows strong sales gains for the Lottery's Scratch-Off games at participating 7-Eleven and Circle K convenience stores, as well as Kroger and Harris Teeter supermarkets, where SCiQ systems were recently deployed. As of early August, NCEL Scratch-Off sales at Harris Teeter stores with SCiQ are up an average of 23.5%.

"Our goal is to responsibly increase contributions to education in North Carolina, and part of that plan is to enhance Scratch-Off games security and sales across our retail network. Installing SCiQ at key retailers delivered meaningful sales increases at participating retailers, with some stores seeing significant jumps," said **Mark Michalko, North Carolina Education Lottery CEO and Executive Director**.

Scientific Games manages SCiQ implementations from end to end, including planning, installation and retailer training. The company works closely with the Lottery's team and retail partners, expertly navigating individual store requirements to ensure seamless deployment. SCiQ is currently deployed at chain and independent retailers in 18+ U.S. and European markets.

"SCiQ optimizes how scratch-off games are managed and sold in retail stores by connecting lotteries, retailers and players via real-time data and updates. The system improves operational management for retailers with store-level data and strategic analytics insights for lotteries—driving higher sales and, ultimately, increased funding for lottery good cause programs," said **Michael Martin, VP Retail Solutions for Scientific Games**.

SCiQ's state-of-the-art technology empowers retailers to better manage lottery products through a comprehensive suite of features, including fully integrated digital menu boards for modern product display and real-time, store-specific sales and market basket performance reports. SCiQ also enhances security by using secure bins that automatically dispense tickets and track ticket status at the individual ticket level, helping to reduce product theft.

NCEL Scratch-Off games generated more than \$2.84 billion in retail sales in fiscal year 2025, ranking the Lottery fifth in the U.S. for weekly per capita Scratch-Off game sales and placing it among the world's top five performing instant game lotteries (*La Fleur's 2026 World Almanac*).

Scientific Games also provides NCEL with instant games and manages the products through the performance-driven *Scientific Games Enhanced Partnership* program at its operations near Raleigh, North Carolina.

Providing games, technologies, analytics, and services to more than 150 lotteries in 50 countries worldwide, Scientific Games is the world's largest lottery games company and the fastest-growing lottery systems technology partner in North America.

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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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