



Scientific Games' New *Scratch Connect* Product Sees 40% of Ohio Players Click to Engage Again After Online Play

Scratch Connect Delivers Digitally as 90% of Players Complete Connected Retail-to-Online Experience

ATLANTA – September 3, 2026 – [Scientific Games](#) announces that the Ohio Lottery's first *Scratch Connect* game, which moves players seamlessly from the retail Scratch-Off game to a mobile digital game, has generated strong early player adoption. With nearly 570,000 Ohio players (as of August 22) scanning their \$5 *Bonus Cash Wheel* retail game to play *Reach the Wheel* online, 90% completed the digital game. Forty percent of those players then selected "Play It Again by Entering Another Ticket". These strong early results demonstrate Ohio players are embracing the full connected play experience.

Featuring a unique brick-to-click experience, the new *Scratch Connect* product from Scientific Games extends the familiar experience of a traditional scratch game to the added entertainment of digital play. After playing the traditional instant scratch game, players scratch the *Scratch Connect* logo and scan the revealed QR code with their mobile device to unlock a digital bonus game with its own separate opportunity to reveal winnings. Following a simple age confirmation, players can immediately begin the digital experience without creating an account or registering.

The Ohio launch marks the third *Scratch Connect* game in the U.S., following launches in Kentucky and Pennsylvania, with more games planned.

The physical game ticket remains the bearer instrument, and all prizes are redeemed at retail, including those revealed through digital bonus play. This keeps lottery retailers at the center of the experience. *Scratch Connect* does not require any system vendor integration, providing lotteries with a quick-to-market digital product without integration challenges.

For the Ohio Lottery's *Bonus Cash Wheel*, Scientific Games' innovation teams created an integrated experience designed to make the transition from physical to digital play seamless. The retail Scratch-Off features a wheel-style play action that continues in the *Reach the Wheel* digital game, while colors and other visual elements carry across both experiences to create a cohesive game from ticket to mobile device.

"The early response to *Bonus Cash Wheel* demonstrates the opportunity lotteries have to connect retail and digital play in a way that feels natural to players," said **Charlie Scannella, VP, Customer Success & Relationship Management for Scientific Games**. "*Scratch Connect* extends the entertainment of a physical scratch game to mobile while keeping the retail network central to the experience. Players can move easily from the ticket to digital play without

an account or registration, giving lotteries a simple way to introduce a connected experience while supporting their retail business.”

Scientific Games is the world’s largest lottery games company and the fastest-growing lottery systems technology partner in North America. The company offers world-leading digital programs including CRM, loyalty, promotions, second-chance, mobile and web applications. Scientific Games serves more than 150 lotteries in 50 countries worldwide.

SOURCES: Scientific Games data and AFJC National Survey, 2025, n=839

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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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