



It's Go Time for the *GAME SHOW EXPERIENCE*, Scientific Games' Multi-State *SG Signature Linked Game*

13 U.S. Lotteries Begin Launching Omnichannel Games, *GAME SHOW EXPERIENCE* Winners' Event in L.A. Coming in 2027 with up to \$10 Million up for Grabs

ATLANTA – August 27, 2026 – [Scientific Games](#)' omnichannel *SG Signature Linked Game*, the *GAME SHOW EXPERIENCE*, has officially launched in four U.S. markets, with another nine set to launch by December 1, 2026.

SG Signature Linked Games are coordinated multi-state initiatives that connect players to an extraordinary, fully managed winner event created by Scientific Games to provide a once-in-a-lifetime experience and additional prize opportunities.

Participating lotteries for *GAME SHOW EXPERIENCE*, in order of launch, include Iowa, South Carolina, Tennessee, Maryland Lottery, Delaware, South Dakota, Arkansas, Pennsylvania, Texas, DC, Kansas, Illinois and Maine. There are opportunities for additional lotteries to participate.

"The *GAME SHOW EXPERIENCE* offers our players something unique in our portfolio: a trusted brand in *THE PRICE IS RIGHT* that our players love, paired with a one-of-a-kind experiential prize with the chance to win up to \$10 million," said **Kassandra Trenary, Director of Marketing and Advertising for the Iowa Lottery**. "We're excited to be one of the first states to offer this promotion, bringing our players an experience that goes beyond the traditional lottery offering."

Created by Scientific Games in partnership with Fremantle, the *GAME SHOW EXPERIENCE* is an omnichannel play experience featuring themed scratch-off, Fast Play and digital games showcasing the most recognizable TV game show brands known for broad national appeal and strong player engagement:

- ***THE PRICE IS RIGHT*** –TV's longest-running game show, with a legacy spanning over five decades and numerous Emmy Awards.
- ***FAMILY FEUD*** – With ~7.5 million daily viewers in the 2025-26 season, this top-rated syndicated show is celebrating 50 years of unforgettable family showdowns in 2026.
- ***PRESS YOUR LUCK*** – A consistently top-ranked game show known for combining wits, strategy and high-stakes gameplay.

Players can win prizes instantly or participate in a second-chance opportunity offering more than 100 lucky trip winners the chance to win an *SG Signature Linked Game* experiential event in fall 2027. Trip winners will spend five days/four nights in Los Angeles, the entertainment capital of the world, and attend a taping of *THE PRICE IS RIGHT* game show as audience members. Winners

will then return to the iconic set for an exclusive lottery winners-only *GAME SHOW EXPERIENCE* event to be held on *THE PRICE IS RIGHT* stage.

“*THE PRICE IS RIGHT* and the *GAME SHOW EXPERIENCE* are a natural fit for our players. The TV show is familiar and exciting, and we were eager to give South Carolina players the opportunity to participate. Beyond the scratch-off game and four *GAME SHOW EXPERIENCE* participants from South Carolina, SCEL created an additional opportunity to win: nine South Carolina players will win up to \$26,000 in a locally produced Showcase Showdown. *THE PRICE IS RIGHT* is always so inclusive of its fans, and SCEL is excited to offer so many chances to win *THE PRICE IS RIGHT*-style,” said **Scott Warner, SCEL Lottery Product Director**.

Up to \$10 million in cash prizes are up for grabs. In a unique spin, the cash winnings of the trip winner making it to the final round of the *GAME SHOW EXPERIENCE* event will be matched and then shared equally among all other trip winners.

“It’s no surprise the *GAME SHOW EXPERIENCE* games are performing well. The incredibly broad and sustained appeal of these classic TV game show brands brings to life the surprise, joy and wins that players love,” said **Tina Hoover, VP of Licensing for Scientific Games**. “We continue to expand our licensed brands portfolio with brands that engage players and drive incremental sales.”

Scientific Games pioneered the lottery *Linked Game* concept in 2007, offering lottery players once-in-a-lifetime opportunities to win experiential prizes at white-glove, exclusive events themed to brands like *DEAL OR NO DEAL*, *WILLY WONKA & THE CHOCOLATE FACTORY* and most recently, *GAME OF THRONES*. Now called *SG Signature Linked Games*, these games and white-glove events represent a combined retail value of more than US\$7 billion to date.

Themed to *JURASSIC WORLD*, the company’s next *SG Signature Linked Game* is set to take place this fall in Hawaii, where the original *JURASSIC PARK* movie was filmed.

With a portfolio representing more than 100 licensed brands, Scientific Games provides retail and digital games, technology, analytics and services to 150 lotteries in 50 countries worldwide.

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