



## Scientific Games and Delaware Lottery Launch All New Player Loyalty Program and Mobile App

Premier Digital Engagement Services Are Part of Scientific Games Enhanced Partnership Program

**ATLANTA – October 30, 2023** – [Scientific Games](#) and the [Delaware Lottery](#) successfully launched an all-new player loyalty program and mobile app. The [Delaware Lottery Players Club](#) combines the previous players club with a new loyalty program, offering players one go-to place for new perks, more conveniences and new, achievement-based ways to win cash and prizes. This marks the company's 24<sup>th</sup> app development, the most in the lottery industry.

The new mobile app and player loyalty program are key components of the *Scientific Games Enhanced Partnership* program's premier digital engagement services. The Delaware Lottery recently extended its contract with Scientific Games to modernize the Lottery's entire tech ecosystem supporting instant, draw and Keno games, sports betting, video lottery, player loyalty, retail point-of-sale, retailer business intelligence, and the technology powering the *SGEP* instant game management program.

"We value our loyal players, and we want to offer them the best rewards program available through the convenience of a one-stop mobile app," said **Helene Keeley, Director of the Delaware Lottery**. "The new Delaware Lottery Players Club offers the excitement of instant rewards to our players and quite a few conveniences all in one place. As part of our overall tech modernization initiative, we're strengthening our players' connection to the Delaware Lottery and helping support proceeds for vital programs and services in our state."

Scientific Games' achievement-based loyalty program allows players to earn points for every ticket entered and awards points when any achievement is completed. They can also earn points for completing in-program challenges. Players can redeem points earned for drawing entries for a chance to instantly win cash and other exciting prizes.

Featuring a biometric log-in system to keep players' data secure, the new mobile app from Scientific Games offers players enhanced features that make playing Delaware Lottery games more convenient than ever. Players can use the app to find lottery retailers, check tickets, view winning numbers, create digital play slips, enter tickets to earn points, and redeem points.

"We are excited to modernize the Delaware Lottery's loyalty program and mobile app with a new and improved solution that enhances the player experience," said **Amy Bergette, Senior Vice President of Digital Solutions for Scientific Games**. "We are continually innovating digital solutions to ensure lottery players can easily and conveniently engage with the lottery, its games and so many ways to be entertained and win cash and prizes."

In the past 10 years, the company's products and solutions helped drive a 5.6% compound annual growth rate for the Delaware Lottery, which is ranked among the Top 25 lotteries in the world for total per capita sales (*La Fleur's 2023 World Almanac*).

Currently, the company also provides the Delaware Lottery with instant scratch games and management services, licensed properties and monitor games, as well as a lottery gaming system, video lottery management system, customer relationship management program, retail point-of-sale technology, retailer management system, and sports betting.

Scientific Games serves 130 lotteries in 50 countries around the globe with products and solutions that responsibly drive maximum returns to their beneficiary programs.

### **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](https://scientificgames.com).

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