



A Look at 10+ Years of Unparalleled Player Experiences

No one could have predicted the runaway success of TV game shows when the genre burst onto the small screen in living rooms across the U.S. in the 1940-50s. Maybe it wasn't a surprise after all, considering that Americans have always been obsessed with playing games.

From the very first "Truth or Consequences", to "\$64,000 Question", "Jeopardy", "Wheel of Fortune", "Family Feud", "Who Wants to Be a Millionaire", and "Deal or No Deal", these fast-paced, often glitzy shows featuring real-life players went on to become TV mainstays. Reaching a broad



demographic of viewers, those with an enduring appeal were licensed in television markets around the world. Some went off the air, only to return with new episodes and ultimately reach 'classic' status over the decades.

Today, TV game shows are filled with flashing lights and sound effects on multi-million dollar sets with bigger than ever prizes, and high-tech experiences that totally immerse viewers in the excitement of the game.



But Wait, There's More...

It's also not a surprise that back in 2007, the game creators at Scientific Games came up with the lottery industry's first linked instant game. Themed to the iconic TV game show DEAL OR NO DEAL™, the industry's first linked instant game brought 22 U.S. lotteries together and sent more than 120 winners from 22 states to Hollywood to deal with "the Banker" in thrilling winner events—for the life-changing chance to win \$1 million.

There had never been anything like it. These lucky lottery winners had the opportunity to play DEAL OR NO DEAL with host Howie Mandel and the hit game show's briefcase

models. Each winner selected a briefcase for a cash prize, and there was a drawing for an insured, million-dollar grand prize. It was such a success, a second event was planned for 2008 and the rest of the story—as they say—is lottery history.

What Is a Linked Instant Game?

DEAL NO DEAL

Linked instant games are launched in multiple lottery jurisdictions, with each lottery launching the same game with (relatively) the same artwork but featuring a unique prize structure for their specific state. A portion of the prize fund contributes to the linked winner experience. Typically, the linked player experience is a coordinated prize event with winners from all states coming together to participate in an opportunity to win large scale cash prizes. These big events give players an exciting experience themed around the game.



Since the company launched the concept in 2007, Kyle Rogers, Executive VP of Lottery Licensing at Scientific Games, was along for every minute of the ride and helped lead the creative concepts. "We recognized the need to deliver new experiences to players that went beyond the brand and the traditional brand merchandise normally provided to help our lottery customers deliver an exciting new proposition," says Rogers. "To up the ante, we created an all-new category of exclusive products called linked games."

Since then, Scientific Games has evolved the use of licensed properties in linked game events/productions, partnering with entertainment industry powerhouses, including Endemol, Fremantle, Sony Pictures, Pro Football Hall of Fame, Hasbro and Warner Brothers. Almost all have included an instant lottery game purchased at retail.

"Our goal with linked games is to provide once-in-a-lifetime prizes for players that connect them with brands and with the lottery in personally relevant and memorable ways," explains Rogers. "These big games have the ability to attract both new and existing players with unique experiences that money can't buy. In addition to offering powerful prize experiences that most lotteries ordinarily couldn't provide, linked games offer participating lotteries unparalleled marketing benefits."

Since its success with the first *DEAL OR NO DEAL* linked game, Scientific Games has presented seven more linked blockbusters. Each is packaged with quality, creative marketing assets for participating lotteries' use in local radio and TV ad campaigns and at retail point-of-sale.



Perfecting the Linked Product

With a big winner under its creative belt, in 2009 Scientific Games turned out a second hit with its next linked game themed to licensed brand and iconic game show "THE PRICE IS RIGHT"," which features a variety of games and contests all with the same basic challenge to guess the prices of everyday and not-quite-everyday retail items. A total of 16 U.S. lotteries participated, with winner events held in Las Vegas over an 18-month period. Winners had the opportunity to play THE PRICE IS RIGHT Live stage show for cash and prizes—and be selected to spin the TV game show's 'Big Wheel' with the chance to win up to \$1 million.

Next from Scientific Games came a WHEEL OF FORTUNE-branded linked game in 2012. More than 100 lottery winners from 20 states headed to Hollywood with their guests (a group totaling 420). Guessing letters and hidden phrases one at a time, winners were selected to play a non-broadcast lottery winner-only game with host Pat Sajak and co-host Vanna White. Each had a chance to spin the wheel for cash prizes. In addition winners were also drawn for the chance to win up to \$1 million by spinning the WHEEL OF FORTUNE bonus wheel.

By now, the company was perfecting its linked instant product and the way it could be packaged for customers—as well as the company's ability to accommodate the challenging logistics and sometimes unusual needs of a large group of lottery winners traveling to the events—from air travel and hotel accommodations, to medical assistance and arrangements for an emotional support animal.



More, More, More

In 2013 and again in 2015, Scientific Games' sensational \$1,000,000 LAS VEGAS GAME SHOW EXPERIENCE captivated lottery players in 16 states who vied for the opportunity to win a trip to Las Vegas and play vignettes from six iconic TV game shows. More than 100 winners and their guests made the trip to Vegas, where every winner had the chance to play all six games—and a chance to play for the top prize of \$1 million.



In 2014-15 the company created a unique online progressive jackpot second-chance game called MONOPOLY™ Jackpot featuring the lottery industry's all-time most popular licensed brand. Players were able to collect the colorful MONOPOLY game properties like Boardwalk or St. James Place via

mobile and web. The online game offered cash prizes, highlighted by a monthly drawing for a progressive jackpot based on game sales. The largest monthly jackpot reached nearly \$285,000.







Next, Scientific Games' game innovation teams came together to create a multi-state lottery TV show, MONOPOLY MILLIONAIRES' CLUB™, in 2015-16 that launched amid a media frenzy in New York City's Times Square. 23 U.S. lotteries joined the excitement.

"Nothing like MONOPOLY MILLIONAIRES' CLUB had ever been offered before in the lottery industry, it was extremely exciting but there were many lessons learned which helped us continue to perfect our linked game products," says Rogers.

The high-tech TV game show featuring lottery players aired in primetime hours and lasted two seasons (32 episodes total). More than 900 winners and their guests (1,800+) headed to Las Vegas to take part in the MONOPOLY MILLIONAIRES' CLUB Experience on a TV sound stage featuring a life-sized MONOPOLY game board built with millions of LED lights and game activities themed to the iconic MONOPOLY brand. The game show awarded more than \$10 million in prizes,

including four winners who each returned to their home states with \$1 million.

The MONOPOLY MILLIONAIRES' CLUB TV game show was nominated for a 2015-16 Daytime Emmy Award for Outstanding Game Show.



10+ YEARS of spectacular Linked Games & Player Events





201

2010 - 2012

2013





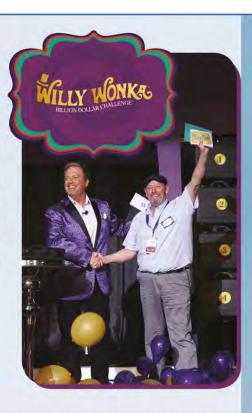
A BILLION Dollars?

Always driven by the player experience, the company showcased Warner Bros.' whimsical WILLY WONKA™ brand in its next linked game innovation. Over the course of 2018 and 2019, WILLY WONKA GOLDEN TICKET™ linked instant game offered players the opportunity to win up to a whopping \$1 billion – for the first time in lottery instant game history.

With their eligible non-winning scratch ticket, players could play a second-chance digital game on the lottery's website called WILLY WONKA CHOCOLATE TOWER™ to win entries into a second-chance drawing for a grand prize trip to Las Vegas to participate in the BILLION DOLLAR CHALLENGE® event.

Rogers simply says, "Who doesn't love chocolate AND the chance to win up to a billion dollars?"

Winning several industry awards and recognitions, WILLY WONKA GOLDEN TICKET is Scientific Games' most successful linked game to date. Twenty-three different games launched in 18 states. A record 88 million tickets were manufactured, representing a total of \$1.09 billion in potential retail sales for participating lotteries. More than 200 players attended BILLION DOLLAR CHALLENGE events in April of 2018 and 2019, with finalists and grand prize finalists winning more than \$4.8 million.



We've Got a Deal for You



Rogers knew from prior experience the massive appeal of a popular TV game show like "Deal or No Deal"—now even more appealing with the show's return to primetime television with an all-new series airing Wednesday nights on CNBC.

"Scientific Games is absolutely thrilled to partner with this phenomenal *DEAL OR NO DEAL* game show brand for our next blockbuster multi-state lottery game and players event," explains Rogers. "Just like the television show, our instant game and \$1 MILLION DOLLAR DEAL OR NO DEAL EXPERIENCE will offer the chance for players to achieve lifelong dreams with exciting risks and rewards along the way."

The DEAL OR NO DEAL instant game launched at lottery retailers in participating jurisdictions beginning in May 2019. The game features a second-chance promotional opportunity to enter non-winning DEAL OR NO DEAL instant tickets to win a five-day/four-night trip for four to Orlando, Florida and participate in the \$1 MILLION DOLLAR DEAL OR NO DEAL EXPERIENCE hosted by Emmy Award-winning game show host, Todd Newton. Every trip winner at the \$1 MILLION DOLLAR DEAL OR NO DEAL EXPERIENCE event will play a non-broadcast lottery-winners only DEAL OR NO DEAL game—which means selecting a briefcase and battling the Banker for a chance to win up to \$1 million.



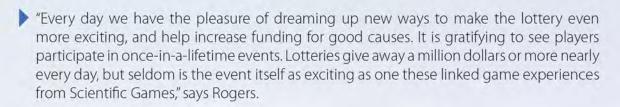
Bond. James Bond.

The universally recognized *JAMES BOND* brand is coming in Spring 2021 to Scientific Games' next blockbuster linked instant game and winners' experience. Each winner and a guest will receive a five-day/four-night trip to Las Vegas where they will have a chance to participate in the *JAMES BOND LOTTERY CHALLENGE*.

In a nod to the JAMES BOND major motion picture films, winners will compete in a series of contests for the chance to win cash prizes ranging from \$1,000 to a grand prize of up to \$1 million.

Creativity Drives Innovation

Over the last 10 years, Scientific Games also created and managed a number of high-profile single state events and promotions for its lottery customers, each very different but with the shared goal of extending the lottery play experiences and creating memories of a lifetime for players. It's what the company's creative teams know best.



NOTE: MGM Grand Las Vegas & WHEEL OF FORTUNE are not currently in Scientific Games' licensed brands portfolio.

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