

SG Gaming And SG Digital Mark 50 Years Of Its Iconic Barcrest Brand

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LONDON and LAS VEGAS, June 26, 2018 /PRNewswire/ -- [Scientific Games Corporation](#) (NASDAQ: SGMS) ("Scientific Games" or the "Company") today announced that the Company's UK division, [SG Gaming](#) and [SG Digital](#) will mark the 50th anniversary of its world-renowned brand, *Barcrest*, this year.



Over 50 years, *Barcrest* has grown from a business with just two employees in 1968 to the global content brand it is today. The early 1990s saw *Barcrest* lead the way in hardware development across various retail sectors, with the creation of successful cabinets such as *Genesis* and *Rio*. In 2011, Scientific Games acquired the *Barcrest* business, and today it operates on a global scale as a content brand under the wider umbrella of gaming brands alongside *WMS* and *Bally*.

As a leading gaming brand, *Barcrest* has earned its place within gaming history. From small beginnings, its people and its ability to adapt to an ever-changing gaming landscape has ensured that it is a name that has become synonymous with quality, design innovation and passion.

Phil Horne, CEO of SG Gaming said: "A 50th anniversary is an impressive milestone for any brand, and we're extremely proud that even as a global name, the business still operates in the Manchester area, less than five miles from where it all began. What's more, with over 200 original *Barcrest* employees within our dedicated workforce from departments across the business including content, finance, warehouse and systems, the *Barcrest* values are also still very much at the heart of the business.

"The team's hard work, values and passion are the reasons that *Barcrest* is still a leading content innovator and well-loved brand after all these years. Many of our operators and their players will have fond memories of the games released over the years and we are proud that the *Barcrest* brand continues to be integral to SG Gaming UK and the wider Scientific Games group. We look forward to marking this achievement, and hope for another 50 years of success to follow."

With its extensive back-catalogue of popular content titles, operators recognise *Barcrest's* impressive contribution to the Arcade and Bingo sectors. *Barcrest*-branded machines featured widely across Arcades, pubs and Bingo clubs throughout the UK, hitting a high in the mid 1990's with over 40,000 manufactured in a single year. As a leading manufacturer and employer in the Manchester area since releasing its first game, *Invader*, in 1970, *Barcrest* has developed innovative content across five decades, including the iconic *Rainbow Riches* series – launched in 2006. It was also one of the first operators to introduce community gaming in 2009, with the launch of *Rainbow Riches™ Party* and continues today to create a stream of popular community content titles and products.

Over the years, *Barcrest* content has successfully evolved to fit with modern gaming environments, reaching players across multiple gaming channels, including online and mobile and leading innovation in its sectors. The *Barcrest* brand continues to be globally recognised, with its fully omni-channel approach under SG Gaming UK strengthened by its alignment with SG Digital.

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About Scientific Games

Scientific Games Corporation (NASDAQ: SGMS) is a world leader in gaming entertainment offering the industry's broadest and most integrated portfolio of game content, advanced systems, cutting-edge platforms and professional services. The company is #1 in technology-based gaming systems, digital real-money gaming and sports betting platforms, casino table games and utility products and lottery instant games, and a leading provider of games, systems and services for casino, lottery and social gaming. Committed to responsible gaming, Scientific Games delivers what customers and players value most: trusted security, engaging entertainment content, operating efficiencies and innovative technology. For more information, please visit www.scientificgames.com.

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Forward-Looking Statements

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