

## Scientific Games Amps Up Licensed Brands Portfolio With Hard Rock®

September 25, 2018

### New Three-Year Contract to Bring Legendary Entertainment Brand to Lottery Instant "Scratch" Games

LAS VEGAS and ATLANTA, Sept. 25, 2018 /PRNewswire/ -- [Scientific Games Corporation](#) (NASDAQ: SGMS) ("Scientific Games" or the "Company") announced today a new, exclusive three-year contract for lottery instant "scratch" games with [one of the world's leaders in gaming, hospitality and entertainment, Hard Rock International](#), which owns international trademarks for the Hard Rock® brands. Scientific Games, the world's largest provider of lottery instant games, offers the largest portfolio of licensed brands for lottery game entertainment. Today's announcement solidifies instant "scratch" games for lotteries in North America and Europe with the iconic Hard Rock®.



"Scientific Games is known for our game innovation, and our game design studios cannot wait to begin creating products featuring the Hard Rock brand to add a cool edge to our customers' instant games," said Kyle Rogers, Executive Vice President, Lottery Licensed Brands for Scientific Games. "The Hard Rock brand is ubiquitous with music, fun and good times. We welcome this legendary brand into the Scientific Games' licensed properties portfolio and believe lottery players will share our enthusiasm."

Beginning with an Eric Clapton guitar, Hard Rock owns the world's most valuable collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise and Hard Rock Live performance venues. With venues in 74 countries, including 185 cafes, 26 hotels and 12 casinos, the company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. Hard Rock International also owns, licenses and/or manages hotel/casino properties worldwide.

"We're excited to extend our collaboration with Scientific Games Gaming and Interactive groups to another vertical, and look forward to seeing the Hard Rock brand reach new audiences globally," said Kresimir Spajic, SVP Online Gaming, Hard Rock International.

Scientific Games provides game entertainment, technology and services to more than 150 lotteries globally. The Company's instant products generate more than 70 percent of both U.S. and global lottery instant game revenues.

Hard Rock® dba Hard Rock International (USA), Inc.

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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](http://www.scientificgames.com).

#### About Hard Rock International

With venues in 74 countries, including 185 cafes, 26 hotels and 12 casinos, Hard Rock International (HRI) is one of the most globally recognized

companies. Beginning with an Eric Clapton guitar, Hard Rock owns the world's most valuable collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. HRI owns the global trademark for all Hard Rock brands. The company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the company's two most successful Hotel and Casino properties in Tampa and Hollywood, FL., both owned and operated by HRI parent company The Seminole Tribe of Florida, as well as other exciting locations including Atlantic City, Bali, Cancun, Daytona Beach, Ibiza, Las Vegas, Orlando, Shenzhen and San Diego. Upcoming new Hard Rock Cafe locations include, Maldives, Manila, Malaga, Georgetown, Fortaleza, Rosario and Chengdu. New Hard Rock Hotel, Casino or Hotel & Casino projects include Atlanta, Berlin, Budapest, Desaru Coast, Dublin, London, Los Cabos, Maldives, New York City, Ottawa, Sacramento, Dalian and Haikou in China. In 2018, Hard Rock International was recognized as a Forbes Magazine Top Employer for Women. For more information on Hard Rock International visit [www.hardrock.com](http://www.hardrock.com).

#### Company Contacts

##### SG Lottery Communications:

Therese Minella, APR +1 770-825-4219  
Director, Lottery Communications  
[therese.minella@scientificgames.com](mailto:therese.minella@scientificgames.com)

##### Corporate Communications:

Susan Cartwright +1 702-532-7981  
Vice President, Corporate Communications  
[susan.cartwright@scientificgames.com](mailto:susan.cartwright@scientificgames.com)

##### Investor Relations:

Michael Quartieri +1 702-532-7658  
Executive Vice President and Chief Financial Officer

#### Forward-Looking Statements

In this press release, Scientific Games makes "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as "will," "may," and "should." These statements are based upon management's current expectations, assumptions and estimates and are not guarantees of timing, future results or performance. Therefore, you should not rely on any of these forward-looking statements as predictions of future events. Actual results may differ materially from those contemplated in these statements due to a variety of risks and uncertainties and other factors, including those factors described in our filings with the SEC, including the Company's current reports on Form 8-K, quarterly reports on Form 10-Q and its latest annual report on Form 10-K filed with the SEC on March 1, 2018 (including under the headings "Forward Looking Statements" and "Risk Factors"). Forward-looking statements speak only as of the date they are made and, except for Scientific Games' ongoing obligations under the U.S. federal securities laws, Scientific Games undertakes no obligation to publicly update any forward-looking statements whether as a result of new information, future events or otherwise.



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