



*For Immediate Release [to Trade Publications]*

## **Scientific Games Launches *Play4Fun Network*™ with Firekeepers Casino Hotel in Michigan**

*Tribal casino operator adds social casino to their existing SG Universe Mobile Concierge apps*

**LAS VEGAS – May 26, 2015** – [Scientific Games Corporation](#) today announced the launch of their [Play4Fun Network](#)™ social gaming platform with [Firekeepers Casino](#) Hotel in Battle Creek, Mich.

The launch of the [Firekeepers Casino Play4Fun Network social casino platform](#) combines with the previously launched *SG Universe Mobile Concierge* to enhance the casino's ability to build an engaged online player community. Firekeepers will leverage the *SG Universe* products to entertain players between trips to the casino floor via a branded web portal and the casino's customized native [iOS](#)® and [Android](#)® apps. The [Firekeepers social casino platform](#) is anchored by casino content from the *Williams* game development studio wrapped in player-proven social casino features, with casino games from *Bally* and *Shuffle Master* expected to launch this summer for players on the Firekeepers *Play4FunNetwork*.

[Bob Hays, Vice President Commercial, Interactive at Scientific Games](#), said, “Extending our relationship with Firekeepers is an exciting opportunity for our *SG Universe* product suite. *Play4Fun Network* gives both current and future players in the Firekeepers database the opportunity to enjoy compelling casino games online and through their personal mobile devices, all under the casino's brand, while giving the marketing team at Firekeepers cutting-edge mobile marketing capabilities with which to engage their online player community.”

Jim Wise, Vice President of Marketing for Firekeepers Casino, said, “We are pleased to introduce FireKeepers extensive database of guests to the launch of our branded social casino. We expect the *Play4Fun* offering to enhance our entertainment options and attract new social gamers by leveraging the popular land-based gaming content our players love from the *Bally*, *Shuffle Master* and *Williams* game studios in an exciting web and mobile social casino environment.”

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### **Company Contacts**

#### **Investor Relations:**

Scientific Games: Bill Pfund +1 847-785-3167  
Vice President, Investor Relations  
[bill.pfund@scientificgames.com](mailto:bill.pfund@scientificgames.com)

#### **Media Relations:**

Scientific Games: Mollie Cole +1 773-961-1194

Director, Corporate Communications  
[mollie.cole@scientificgames.com](mailto:mollie.cole@scientificgames.com)

Scientific Games Interactive: Rory Shanahan  
Head of Marketing & B2B Social Products  
[rory.shanahan@scientificgames.com](mailto:rory.shanahan@scientificgames.com)

### **About Scientific Games**

Scientific Games Corporation (NASDAQ: SGMS) is a leading developer of technology-based products and services and associated content for worldwide gaming, lottery and interactive markets. The Company's portfolio includes gaming machines, game content and systems; table games products and utilities; instant and draw-based lottery games; server-based lottery and gaming systems; sports betting technology; loyalty and rewards programs; and interactive content and services. For more information, please visit [www.scientificgames.com](http://www.scientificgames.com).

### **About Firekeepers Casino Hotel**

FireKeepers Casino Hotel is located just off Interstate 94 at Exit 104 in Battle Creek, Mich. The property features a 111,700-square foot gaming floor with 2,900 slot machines, 70 table games, a live poker room and bingo room. FireKeepers also offers a AAA-rated Four Diamond resort-style hotel with 242 rooms, a functional multi-purpose event center capable of seating up to 2,000 guests, six distinctive dining destinations and multiple lounges and entertainment venues. For more information visit <http://www.FireKeepersCasinoHotel.com>.

FireKeepers Casino Hotel is owned and operated by the Nottawaseppi Huron Band of the Potawatomi.

### **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 describe future expectations, plans, results or strategies and can often be identified by the use of terminology such as "may," "will," "estimate," "intend," "plan," "continue," "believe," "expect," "anticipate," "target," "should," "could," "potential," "opportunity," "goal," or similar terminology. These statements are based upon management's current expectations, assumptions and estimates and are not guarantees of timing, future results or performance. Actual results may differ materially from those contemplated in these statements due to a variety of risks and uncertainties and other factors, including, among other things: competition; U.S. and international economic and industry conditions, including declines in or slow growth of lottery retail sales or gross gaming revenues, reductions in or constraints on capital spending by gaming or lottery operators and bankruptcies of, or credit risk relating to, customers; limited growth from new gaming jurisdictions, slow addition of casinos in existing jurisdictions and declines in the replacement cycle of existing gaming machines; ownership changes and consolidation in the casino industry; opposition to legalized gaming or the expansion thereof; ability to adapt to, and offer products that keep pace with, evolving technology; ability to develop successful gaming concepts and content; laws and government regulations, including those relating to gaming licenses and environmental laws; inability to identify and capitalize on trends and changes in the gaming and lottery industries, including the expansion of interactive gaming; dependence upon key providers in our social gaming business; retention and renewal of existing contracts or entry into new or revised contracts; level of our indebtedness, higher interest rates, availability and adequacy of cash flows and liquidity to satisfy obligations or future needs, and restrictions and covenants in our debt agreements; protection of our intellectual property, ability to license third party intellectual property, and the intellectual property rights of others; security and integrity of our software and systems and reliance on or failures in our information technology systems; natural events that disrupt our operations or those of our customers, suppliers or regulators; inability to benefit from, and risks associated with, strategic equity investments and relationships, including (i) the inability of our joint venture to meet the net income targets or otherwise to realize the anticipated benefits under its private management agreement with the Illinois lottery (or in connection with any termination thereof), (ii) the inability of our joint venture to meet the net income targets or other requirements under its agreement to provide marketing and sales services to the New Jersey lottery or otherwise to realize the anticipated benefits under such

agreement and (iii) failure to realize the anticipated benefits related to the award to our consortium of an instant lottery game concession in Greece; failure to achieve the intended benefits of the Bally acquisition or the WMS acquisition, including due to the inability to successfully integrate such acquisitions or realize synergies in the anticipated amounts or within the contemplated timeframes or cost expectations, or at all; litigation relating to the Bally acquisition; disruption of our current plans and operations in connection with the Bally acquisition and the WMS acquisition (including in connection with the integration of Bally and WMS), including departure of key personnel or inability to recruit additional qualified personnel or maintain relationships with customers, suppliers or other third parties; costs, charges and expenses relating to the Bally acquisition and the WMS acquisition; inability to complete or successfully integrate future acquisitions; incurrence of restructuring costs, revenue recognition standards and impairment charges; fluctuations in our results due to seasonality and other factors; dependence on suppliers and manufacturers; risks relating to foreign operations, including fluctuations in foreign currency exchange rates and restrictions on the import of our products; dependence on our employees; litigation and other liabilities relating to our business, including risks relating to product defects or other claims relating to products; influence of certain stockholders; and stock price volatility. Additional information regarding risks, uncertainties and other factors that could cause actual results to differ materially from those contemplated in forward-looking statements is included from time to time 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 17, 2015 (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.