



## SUPPORTING THE INDEPENDENT BOOKMAKER:

### SG GAMING AND JENNINGSBET EXTEND PARTNERSHIP

**LONDON, 15 January 2019** – [Scientific Games Corporation](#) (NASDAQ: SGMS) ("Scientific Games" or the "Company") today announced that the Company's UK division, [SG Gaming](#), has agreed to a two-year contract with JenningsBet – one of the leading independent bookmakers in the UK. Further strengthening the partnership between the two businesses, which now spans over a decade, SG Gaming will continue to supply the entire JenningsBet estate of 95 shops with leading content titles and the most engaging player experiences. This agreement demonstrates SG Gaming's continued investment and ongoing commitment to the Licensed Betting Offices (LBO) sector as the industry adapts to regulatory changes in the years to come.

From unrivalled slots content to its dynamic and adaptable terminals, SG Gaming will provide JenningsBet with the best gaming proposition, combining product, content and platform – all supported by an unwavering dedication to customer service. JenningsBet shops across the country will continue to operate the player-popular *Infinity* terminal, with select venues benefitting from SG Gaming's premium gaming product; *Equinox*<sup>®</sup>, that provides players with a seamless and immersive customer experience across four HD screens.

JenningsBet will also benefit from SG Gaming's talented in-house content development team, who consistently focus on slots development, innovate its game offerings, provide customers with popular titles and engage players with the most entertaining experience possible. With legendary brands, SG Gaming is home to iconic themes, such as the *Rainbow Riches*<sup>®</sup> series of games, with leading omni-channel game *Rainbow Riches Drops of Gold*<sup>®</sup>, and new additions like the engaging *Soldier of Rome*<sup>®</sup> – the latest in the *Mighty Reels*<sup>®</sup> series of games. SG Gaming's strong breadth of top performing slot titles means the business is in a leading position to deliver innovative content to the LBO sector in the coming years as the industry changes.

Greg Knight, Managing Director of JenningsBet, said, "This deal is great news, and we are excited to continue working with the team at SG Gaming. We have always been particularly impressed by the product and level of service we receive from SG Gaming, including their helpdesk and excellent professional technical support. On top of this, we are thrilled that we will continue to see the cashbox driving opportunities that the extensive content library looks to drive. We also look forward to future game innovation and entertaining themes that we know will excite our players."

Simon Johnson, Group Commercial Director of SG Gaming UK, added, "This agreement with JenningsBet is hugely positive for both businesses. We are proud we are able to further our partnership with JenningsBet and help support their retail business by continuing to supply our leading content and products across their entire estate.

"JenningsBet has been particularly impressed with our plans around April's regulatory changes, and how we are evolving our slots content and our menus to reflect the changing customer journey. Throughout 2019 and beyond, we will continue to work in partnership with our customers, innovating our content offering and supporting and developing our product as the retail environment changes. This approach, along with our overall proposition, has led JenningsBet to choose SG Gaming as their sole gaming machine supplier. It is this that continues to set us apart from our competitors as the industry moves forwards.

"We believe this agreement with JenningsBet, one of the UK's leading and largest independent LBO operators, proves that SG Gaming is the only choice for the independent bookmakers throughout the UK."

**ENDS**

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#### **About Scientific Games**

Scientific Games Corporation (NASDAQ: SGMS) is a world leader in entertainment offering dynamic games, systems and services for casino, lottery, social gaming, online gaming and sports betting. Scientific Games offers the gaming industry's broadest and most integrated portfolio of game content, advanced systems, cutting-edge platforms and professional services. 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 [scientificgames.com](http://scientificgames.com).

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#### **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.