



Scientific Games Brings State-of-the-Art Internet Gaming Technology to Government- Sponsored Gaming.

The Launch of Sciplay Interactive

Scientific Games Corporation and Playtech Limited have formed a number of important strategic partnerships to jointly develop and market next-generation internet and land-based gaming products and services to regulated gaming operators. These partnerships combine Playtech's industry-leading B2B gaming software and comprehensive portfolio of products with Scientific Games' proven ability to provide added value, turnkey solutions to government-sponsored (B2G) and commercial (B2B) gaming operators. This combination will enable Sciplay to offer customers a comprehensive range of gaming content and gaming solutions, consistent with the various regulatory regimes that may apply. Sciplay will have global exclusive rights to Playtech's internet technology for these customers. The alliance will deliver to customers:

- A complete suite of internet games including instant games, casino, bingo, poker, sports and skill games on a single platform with a leading player management system
- Proven marketing, advertising, promotional, operational and customer support services
- A range of support services including hosting, payment processing, content management, customer relationship marketing and affiliate management
- Comprehensive compliance and responsible gaming safeguards.

Public Gaming: *So why the Joint Venture with Playtech now ?*

Michael Chambrello, CEO of Scientific Games: This is a significant advancement in our long-term strategic plan to deepen our participation in

wide-area, government-sponsored and government-regulated gaming. We anticipate that internet (and associated multimedia distribution) will be the next large wave of growth in gaming.

We've appointed Rick Weil as the Managing Director of Sciplay. Rick brings extensive experience in the areas of pay-to-play skill games and fantasy sports websites focused on high profile B2B clients. Coupled with his extensive Lottery and tote experience, he's an ideal fit to lead our efforts in this category of gaming services.

Government entities will play major roles, whether as sponsors or regulators, and are expected to look to suppliers that have deep experience in providing highly secure, regulated, compliance-compatible services.

We believe Playtech's extraordinary capabilities and experience catapult us to content- and technology-driven leadership in delivering next-generation products in a comprehensive manner. We believe that these partnerships with Playtech will be exciting for consumers, revenue driving for customers and profitable for our shareholders.

What makes this joint venture different or special?

M. Chambrello: Scientific Games and Playtech have also agreed to a strategic partnership relating to both category B2/B3 gaming machines and video lottery (VLT) gaming terminals and systems development. Scientific Games is a world leader in gaming terminals and systems for wide area, government-regulated and government-sponsored gaming environments. The Company, through its wholly owned subsidiaries The Global Draw and Games Media, currently owns and operates approximately 18,000 server-based gaming machines throughout the world. Moreover, Scientific Games has deep expertise in developing gaming terminals and systems for ensuring compliance with government requirements.

Through its Videobet subsidiary, Playtech has successfully pioneered the adoption of internet-style technology to land-based venues and provides operators with access to Playtech's leading products and content. The technology also provides operators with a highly cost effective way of delivering gaming content to land-based venues, while providing deep venue management capabilities. This strategic partnership provides Scientific Games with exclusive access to the Videobet technology for its gaming terminal business in North America, United Kingdom and other key jurisdictions, and non-exclusive access in the rest of the world.

As part of the new partnership, Playtech will also lead the development of Scientific Games' next generation systems technology, delivering a strong competitive advantage. These will offer comprehensive gaming systems that provide governments and commercial operators significantly greater functionality at lower cost, while meeting emerging industry standards and protocols. Functionality that was once confined to standalone systems will be merged into a single platform, both enhancing functionality and reducing cost for the operator.

What does this all mean to the customer?

M. Chambrello: Gaming operators and their players will enjoy a new level of flexibility and convenience by providing them with a technology platform that is seamless, integrated and adaptable to multiple delivery channels. Where permitted by law, operators will have the ability to integrate their instant ticket, traditional lottery, internet, and brick-and-mortar systems, which allows for better player tracking and cross-promotional opportunities across all platforms.

What can you say to summarize the new venture?

M. Chambrello: Mor Weizer, CEO of Playtech and I both feel that this is an important step for both companies. We have highly complementary skill-sets allied with a global reach and this partnership provides the opportunity to leverage off this combined know-how to maximum effect. This is an ideal partnership in many ways. Customers will benefit from best of breed content, sophisticated player management systems, and long-standing industry experience in providing highly secure, regulated, compliance-oriented services. The related gaming terminal partnership brings the potential for operators to enjoy a technology platform that is seamless, integrated and adaptable both to multiple delivery channels and cross-promotional opportunities. We are excited about the possibilities. ♦