

National Premium Game for U.S. Lotteries Set to Launch in 2014



Unified Effort Among Lottery Leaders Creates the Most Exciting New Game in Lottery History

Urbandale, IA – **April 4, 2014** – The Multi-State Lottery Association (MUSL) announced today during the 2014 Smart-Tech Conference in New York City that member lottery officials are moving forward with their plan to launch the highly anticipated new national premium game later this year, with the plan to follow with a national TV game show in early 2015. After several years of working together on the new game project, the National Premium Game Committee selected MONOPOLY(tm) Millionaires' Club developed by Scientific Games.

A new approach to a national jackpot game, MONOPOLY Millionaires' Club was created around Scientific Games' Millionaire Club IP and branded with Hasbro's iconic MONOPOLY game, which is one of the most successful brands in the worldwide gaming industry. Player research has consistently indicated that players would prefer to see tens of millions of dollars in prizes split among many winners rather than one or two players winning hundreds of millions. MONOPOLY Millionaires' Club does just that.

"Lotteries across the U.S. came together to listen to what players wanted and to collaboratively develop a new game," said Rebecca Paul Hargrove, National Premium Game Committee Co-Chair and President and CEO of the Tennessee Lottery. "When we have so many players excited about the possibility of winning a huge jackpot in our PowerBall® or Mega Millions® games, why not create hundreds of millionaires when a jackpot is hit, instead of a few?"

Hargrove indicated that the very popular Lotto Max(tm) game in Canada has had great success with a similar model, achieving strong weekly per capita sales since its inception in 2009.

The MONOPOLY Millionaires' Club national game will create tens to hundreds of millionaires throughout the country whenever the top jackpot is hit. Excitement will build as players see how much the number of guaranteed \$1 million prizes grows each week. Players may also win the chance to appear on a national TV game show.

Currently, there is not a \$5 draw game on the market in the U.S. although \$5 is perennially the most popular price point for lottery's instant scratch ticket games. This new \$5 price point for a national game reinforces the good play value embedded in the game and differentiates it within lottery draw game portfolios.

"Draw games in the U.S. have traditionally been offered at \$1 and \$2, while lotteries have had huge success in offering their players different price points in the instant game product category," said M. Scott Bowen, National Premium Game Committee Co-Chair and Commissioner of the Michigan Lottery. "So we've come up with a game that gives lotto players more options at a different price point in a new style of play. We believe MONOPOLY Millionaires' Club will be a very big hit with players in all participating states."

"We are truly impressed with the collaboration among U.S. lottery leaders on this new national game project," said

David Gale, Executive Director of the North American Association of State and Provincial Lotteries. "The 11 lotteries participating in Mega Millions came together with the 34 lotteries participating in PowerBall to create a new game at a new \$5 price point."

"GTECH is committed to supporting innovation to drive revenue growth in multi-state games." added Connie Lavery O'Connor, Senior Vice President and Chief Customer Officer for GTECH. "We are privileged to work with our customers, non-customers and other vendors alike to deliver the National Premium Game in a manner that will exceed our customers' and their retailers' expectations."

The new national game also intends to develop the unique overlay of a national TV game show. The show is planning to fly lottery players from around the U.S. to Las Vegas to be part of a studio audience and have the once in a lifetime chance to appear on the TV game show for the opportunity to win \$1 million. The show intends to feature MONOPOLY-themed games involving player choice and luck, as well as TV viewer engagement components. The national TV game show is planned to be produced by Hasbro Studios, which develops and produces television programming for more than 180 territories around the world.

"The selection of the MONOPOLY Millionaires Club concept as the national premium game and national lottery game show is the culmination of years of work by lottery and vendor thought leaders who recognize a clear need to move away from games that are purely jackpot driven, while at the same time finding a way to truly create and grow the national lottery brand," said Steve Saferin, President, Properties Group and Chief Creative Officer for Scientific Games. "Our product development teams at Scientific Games and MDI Entertainment are honored that our concept was chosen by MUSL as the new national game. Branding the Millionaires' Club game concept with Hasbro's MONOPOLY brand enables us to deploy one of the most successful brands in all of gaming to create a compelling buying proposition for players as well as an exciting prime time television property. It has been a genuine team effort to move this new game forward for its national sales debut in October. "

Since 2006, there have been more than 170 MONOPOLY lottery games launched globally with a retail value of nearly \$5 billion, most performing 10% or more above industry averages, based on data from MDI Entertainment, A Scientific Games Company. MDI Entertainment has introduced 14 MONOPOLY Millionaire lottery games with retail value in excess of \$850 million.

About MUSL

The Multi-State Lottery Association is a government-benefit, non-profit association owned and operated by 34 member lotteries. MUSL currently coordinates six multi-state games in the United States, including Powerball.