



Scientific Games' SCiQ Technology Rolls Out at Colorado Lottery Retailers, Positively Impacting Sales at Participating Chain Stores

ATLANTA – September 9, 2024 – [Scientific Games'](#) SCiQ retail technology has rolled out across the state of Colorado as part of the *Scientific Games Enhanced Partnership* program with the [Colorado Lottery](#). Under the *SGEP* retail optimization pillar, SCiQ technology lifted [Scratch](#) games sales by as much as 13.7% at participating Colorado Lottery retail chain stores since installation.

SCiQ is the only technology of its kind for managing the lottery category within stores. The system provides retailers with a comprehensive suite of features, including fully integrated digital menu boards for modern product display, automated inventory management, real-time store-specific sales and market basket performance reports, and enhanced product security.

The project, which launched at select Colorado Lottery retail locations, is part of Scientific Games' collaboration with the Lottery on modernizing how Scratch games are purchased and sold. In fiscal year 2023-24, sales from Colorado Lottery scratchers topped \$588 million, providing hundreds of millions in proceeds for parks, trails, pools, open space and schools across the state.

"The response from our retailers has been very positive. They are excited by the sales and commission increase, the modern footprint in stores and the operational efficiencies the technology brings," said **Tom Seaver, Director of the Colorado Lottery**. "We have some chain stores that are now incorporating a space for SCiQ when they are planning a store renovation."

The SCiQ installations are rolling out at points-of-sale with major retail chains such as Circle K, King Soopers, Kroger and Loaf 'N Jug, as well as independent retailers throughout Colorado. A pilot with Walmart Neighborhood Market is also in progress.

Scientific Games continues to expand lottery retail modernization initiatives with SCiQ installations currently underway or completed at lottery retailers in Arizona, Illinois, Kansas, Ohio, Oklahoma, Pennsylvania, and Texas. SCiQ rollouts in two additional states are also planned for 2024.

"SCiQ continues to increase retailer excitement about lottery by making product management easier and safer, and player purchases faster. There is also an increase in player engagement with our integrated in-store digital displays which feature dynamic and flexible content," said **Michael Martin, VP of Retail Solutions for Scientific Games**. "And with SCiQ's tactical and strategic analytics, retailers have the right products in the right stores at the right time. Improving player satisfaction leads to increased lottery sales."

The SCiQ rollout is part of the *Scientific Games Enhanced Partnership*, an instant game management program used by five of the top six performing instant game lotteries in the U.S. The company has provided the Colorado Lottery's Scratch games for more than 40 years.

Scientific Games provides retail and digital games, technology, analytics and services to 150 lotteries in 50 countries around the globe, including nearly every North American lottery.

NOTE: Percentage increase at participating retailers compared to non-SCiQ stores in the same chain during the first eight weeks.

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About Scientific Games

Scientific Games is a global leader in retail and digital games, technology, analytics and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We are industry pioneers in instant games, data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, Scientific Games combines relentless innovation, performance and unwavering security to responsibly propel the industry forward. For more information, visit scientificgames.com.

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