



## Scientific Games ORO Scratcher for New Mexico Lottery Wins 2023 Best New Instant Game in North America

Annual Buddy Roogow Award Celebrates Innovation

**ATLANTA – November 13, 2023** – [Scientific Games](#) announces the *ORO* instant scratch games created and produced with the New Mexico Lottery won 2023 Best New Instant Game at the NASPL Awards hosted by the [North American Association of State and Provincial Lotteries](#) at its annual conference. Featuring three of the company's *Strategic Product Enhancements* including *Sparkle Select*, *Gigantix* and foil stock, *ORO* family of games launched at the \$2, \$5, \$10 and \$20 price points in April 2023.

“The New Mexico Lottery was thrilled to win Best New Instant Game not only for the third time, but for the last two consecutive years,” said David Barden, New Mexico Lottery CEO. “I am so proud to be part of a visionary team that put together such a grand, all-inclusive product. Most important, the additional revenue generated for Legislative Lottery Scholarships for New Mexico students is the biggest win of all.”

Named for Buddy Roogow, the late director of the D.C. Lottery and a former executive director of the Maryland Lottery, the Buddy Roogow Innovation Award for Best New Instant Game are nominated by lotteries in the U.S., Canada and Mexico. The award recognizes the efforts made to create and communicate the innovative attributes of instant games for increased sales potential. Entries are judged on the following criteria: innovative aspects of the game, cost/benefit analysis results, strategic analysis and insight, and visual appeal.

Three of the New Mexico Lottery's award-winning *ORO* games featured Scientific Games' *Sparkle Select* Gold Twinkle pattern, including the \$2, \$10 and \$20 key number match games which were inspired by the company's *Kilates De ORO* game created for Loteria Electronica in Puerto Rico. New Mexico's \$5 *ORO* game features foil stock and Scientific Games' crossword extended play action, and its \$10 *ORO* game is an oversized *Gigantix* game.

The *ORO* family of games, with the added unique crossword game, accounted for 23.67% of total instant sales for the first 15 weeks. The games generated 36% more sales than the next leading family of games in the New Mexico Lottery's history. To date, the Lottery has re-ordered both the \$2 and \$5 *ORO* games.

“On behalf of Scientific Games, congratulations to the innovation teams at the New Mexico Lottery and Scientific Games on the *ORO* game winning the 2023 NASPL Awards for Best New Instant Game,” said **John Schulz, President Americas & Global Instant Products for Scientific Games**. “With Scientific Games analytics and insights and key *Strategic Product Enhancements*, we knew we had a winning combination. We are incredibly proud of the creative and strategic collaboration on this product across our teams and the Lottery's teams.”

Scientific Games is the world's largest creator, producer and manager of lottery instant games and a global leader in lottery and sports betting technology systems, digital lottery games, mobile apps, and player loyalty programs.

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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](https://scientificgames.com).

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