



## **Scientific Games Renews Popular *SLINGO* License for Five Years, Expands Portfolio to Include Instant Scratch, Draw, Monitor and Digital Games**

**ATLANTA – January 7, 2025** – [Scientific Games](#) announces the renewal of the global lottery company's licensing agreement with [Gaming Realms](#) for the iconic *SLINGO* brand, continuing the exclusive partnership for five more years. This renewal brings *SLINGO*-branded retail and digital games to lotteries in Australia, Canada, Europe, New Zealand and the U.S.

As the industry's leader in omnichannel game categories and licensed brands, Scientific Games will continue to expand its portfolio of *SLINGO*-branded instant scratch games to include terminal-generated instant win games such as Fast Play and monitor games like KENO, as well as iLottery and second-chance promotional games.

*SLINGO* launched as a combination of slots and bingo on the AOL Games platform in 1996 when public access to the internet was still new. It quickly became the most popular game on the platform and has only grown in popularity.

Since 2001, *SLINGO* has delighted millions of lottery players with its distinctive bingo-like gameplay. The brand's popularity continues to rise, particularly in extended-play games that have seen remarkable growth. To date, *SLINGO* lottery games in Canada and the U.S. alone represent more than USD 1.9 billion in retail sales.

**Tina Hoover, VP of Licensing for Scientific Games**, said "We are thrilled to extend our successful collaboration with Gaming Realms, allowing us to continue delivering engaging *SLINGO* lottery experiences. The *SLINGO* brand is beloved by players and consistently performs as a top-tier lottery game, providing lotteries with a versatile platform that appeals across retail and digital formats. While *SLINGO* is consistently a top five brand in lottery instant scratch products, the brand's potential in the instant products space is unlimited."

With a portfolio representing more than 100 licensed brands, Scientific Games is the world's largest lottery games company, providing retail and digital games, technology, analytics and services to 150 lotteries in 50 countries worldwide.

**Mark Segal, CEO for Gaming Realms**, said "We're excited to renew our collaboration with Scientific Games, further extending the reach of the *SLINGO* franchise in the lottery market. The renewal illustrates the brand equity *SLINGO* commands across multiple verticals in the gaming and lottery space. We're very proud of the licensing partnership with Scientific Games, which with this extension will take our partnership beyond 25 years of working together."

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## **About Scientific Games**

Scientific Games is a global leader in retail and digital products, technology 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).

## **About Gaming Realms**

Gaming Realms PLC is a B2B developer, licensor, and distributor of mobile-focused real money and social gaming content. The company owns the unique Slingo IP, one of the world's most well-known gaming formats. Its innovative, mobile-focused content encompasses in-game player defined choice and strategy to augment a fun and engaging player experience. For more information please visit [gamingrealms.com](https://gamingrealms.com)

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