



Scientific Games Introduces GlowMark, All-New Fluorescent Marking System for Lottery Extended Play Scratch Games

Vibrant Neon Marking System Enhances the Play Experience for Popular Crossword and Bingo Games

ATLANTA – September 8, 2025 – [Scientific Games](#) has created an all-new fluorescent marking system for lottery extended play scratch games such as crossword and bingo, adding a vibrant neon glow to the play experience. Recognizing the expanding popularity of extended play games, which have seen significant growth in recent years, the company's metro Atlanta-based scratch game designers, game programmers, chemists and production experts developed *GlowMark* to give players a bright fluorescent surprise when they scratch the game. The innovation is available to U.S. and international lotteries.

Scientific Games, the world's largest creator, producer and manager of lottery games, offers more than 100 strategic product enhancements for its world-leading lottery instant products. The new *GlowMark* marking system reveals a contrasting neon fluorescent color when the player scratches the play area, a vibrant departure from the typical white reveal area found in most games.

SG Analytics indicate extended play lottery games have grown by 32% in the past five years (2019-2024). Today, they represent 18.3% of U.S. lottery retail sales. What was once a niche product is now offered by 44 U.S. lotteries, with retail sales topping \$11.5 billion last year.

Scratch games featuring fluorescent inks also grew in popularity, representing more than 12% of games in the market by fiscal year 2025. Additionally, \$10 scratch games with fluorescent inks outperformed other \$10 games by nearly 9% in fiscal year 2025.

"Our Innovation and Discovery teams developed this innovation by using fluorescents to enhance the scratch game experience and are now thrilled to debut *GlowMark*, our newest advancement in extended play marking systems," said **Danielle Hodges, Senior Director, Global Product Innovation & Development for Scientific Games**. "*GlowMark* gives games a strong, visually appealing contrast between the marked and unmarked areas of the game, adding excitement with glowing neon colors."

Extended play scratch games produced at Scientific Games' metro Atlanta global headquarters, as well as production facilities in Canada and the UK, can feature *GlowMark*. The company's products represent 70% of lottery instant game global retail sales.

Innovating products and solutions that move the global lottery industry forward since 1973, Scientific Games provides retail and digital games, technology, analytics and services to 150 lotteries in 50 countries worldwide.

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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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