



Scientific Games Fast Play Games Lead Retail Performance in U.S.

Company's Fast Play Games Are Industry's Highest Performers, Kansas Lottery is Latest to Launch

ATLANTA – September 19, 2024 – [Scientific Games](#) reports that the global lottery company's games lead retail performance in the top three Fast Play lottery markets in the U.S. based on per capita retail sales.

- **Vermont Leads the Nation:** The [Vermont Lottery](#) holds the No. 1 spot for Fast Play retail weekly per capita sales in the U.S. The Lottery achieved significant growth in its Fast Play product category after moving to Scientific Games as its new lottery system provider in 2022. In the first 52 weeks after conversion, sales increased by 93% and grew an additional 33% in fiscal year 2024 versus fiscal year 2023.
- **Growing Popularity:** Fast Play games are currently offered by 27 state lotteries. In fiscal year 2024, Fast Play games generated a total of more than \$1.5 billion in sales. Scientific Games' Fast Play lottery customers – Arizona, Iowa, Maine, Maryland, Oklahoma, Pennsylvania and Vermont – each achieved year-over-year sales increases. In the next 24 months, two more U.S. lotteries are expected to launch Scientific Games Fast Play games. One of the company's current Fast Play lotteries plans to launch a \$50 product.
- **Kansas Joins the Trend:** The [Kansas Lottery](#) is the most recent to launch Scientific Games' Fast Play products. The company's high-performance Fast Play games debuted this summer, giving players in Kansas the opportunity to win instantly from a terminal-generated game. Scientific Games has provided the Kansas Lottery's systems technology since 2018. The company's advanced data analytics guided the strategy for the Kansas Lottery's Fast Play portfolio planning and launch.

Stephen Durrell, Executive Director of the Kansas Lottery, said, "Our vision is to continue working with Scientific Games to modernize the Kansas Lottery with new technologies and new games like Fast Play so that we remain exciting and relevant to our players and retailers, and continually improve our contributions to the state of Kansas."

Scientific Games' combination of consumer research insights with advanced data analytics guided the strategy for the Kansas Lottery's Fast Play portfolio planning and launch. A total of 10 Fast Play games at the \$1, \$2, \$5, \$10 and \$20 price points have launched across the Kansas Lottery's retailer network at both self-service and clerk-operated terminals. At launch, the most popular game was at the \$1 price point. To date, a \$20 game is generating the most sales.

Leslie Badger, VP of Lottery Content for Scientific Games, who brings 25 years of industry expertise to the product, said, “We worked with the Kansas Lottery’s team to implement a strategic, targeted approach to launch its new Fast Play games, employing a managed portfolio strategy similar to our proven method for scratch-off games. This requires advanced data analysis to do correctly, and we are very pleased with the results in Kansas.”

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

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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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