



**WMS GAMING INC. EXTENDS INDUSTRY THOUGHT LEADERSHIP  
WITH TWO MUST-ATTEND SEMINARS AT G2E 2014**

**- Join Us for a Special Conversation with Matthew Weiner, Creator/Executive  
Producer/Writer/Director of MAD MEN**

**- WMS Design Chief, Allon Engman, to Review Key Findings of New “Keeping Players in the  
Game: Breaking the Cycle” Whitepaper**

**Chicago – September 22, 2014** – In addition to its new games, platforms and technologies, [WMS Gaming Inc.](#), a Scientific Games (NASDAQ: SGMS) company (“the Company”), will present two thought-provoking seminars for gaming industry professionals at the 2014 Global Gaming Expo in Las Vegas on September 30 and October 1. Developed in partnership with Reed Exhibitions, the seminars will offer key insights on how to extend content and grow revenue by utilizing new platforms, and new findings on how to further engage current slot players and attract new players.

Gavin Isaacs, President and CEO of Scientific Games, said, “A bright future for our industry will require that we all work together to make gaming entertaining for players. WMS has built its position as an industry thought leader by leveraging our in-depth understanding of slot players toward the development of some of the highest performing products and most innovative technologies available on casino slot floors today. We’re extremely pleased to offer G2E® attendees the rare experience of hearing from the creator, executive producer, writer and director of the acclaimed series ‘*MAD MEN*.’ Beyond that, casino operators will gain insight into the challenges affecting slot revenue performance and our efforts to address these issues.”

These seminars are:

**Matthew Weiner, Creator/Executive Producer/Writer/Director of MAD MEN**

**Date:** Tuesday, September 30 @ 2:00pm

**Location:** Titian 2301

**Speaker:** Matthew Weiner

**Description:**

Matthew Weiner is creator, executive producer, writer and director of Lionsgate’s groundbreaking AMC drama “*Mad Men*,” one of the most honored series in television history with four consecutive Emmy® Awards for Outstanding Drama Series, three Golden Globes® for Best Drama Series, and numerous additional awards. Weiner has earned three Emmys® for Outstanding Writing from 11 nominations for “*Mad Men*.” His other television credits include serving as an executive producer and writer on the acclaimed HBO series “*The Sopranos*.” Don’t miss this unique opportunity to hear from one of Hollywood’s greatest storytellers.

Weiner will be speaking at G2E to celebrate the launch of the new *MAD MEN*<sup>™</sup>-themed slot machine, which will be debuting at G2E (WMS booth #1116) this year. Featuring a 42" curved LCD top box and 1080p high-definition screens, the *MAD MEN*<sup>™</sup>-themed slot game brings to life the glamorous world of Madison Avenue advertising through character-based bonuses and memorable clips from the hit show. The *DON DRAPER* Bonus allows players to choose an ad for up to a 50x bet, and the *ROGER STERLING* Bonus adds up to 50 WILD symbols per spin. The *Falling Reels*<sup>™</sup> feature showers the top screen with four reel sets, and up to 216 WILD symbols per set, in an inventive mechanic that calls to mind the introduction sequence of the show. The game features all of the iconic *MAD MEN* characters, also including Peggy, Joan, Pete, and Betty. Jackpot Partners represented Lionsgate related to the adaptation of the *MAD MEN* series into a slot machine.

### **Keeping Players in the Game: Breaking the Cycle**

**Date:** Wednesday, October 1 @ 11:45am

**Location:** Veronese 2504

**Speaker:** Allon Englman, Senior Vice President and Design Chief for WMS

#### **Description:**

Senior Vice President and Design Chief for WMS, Allon Englman, will review key findings from an extensive study that analyzed the challenges affecting slot revenue performance. The seminar will address one of the industry's biggest challenges: how can casino operators and gaming equipment suppliers work together to offer an entertainment experience that attracts newcomers, engages casual players, keeps core players happy, and provides financial gains for the casinos? Session highlights will include:

- Important insights on the "Cycle of Narrowing Variety"
- An analysis of the cost to play, volatility, speed of game and hold percentage trends that have impacted slot revenue
- Strategies to attract a new, broader audience and "Keep Players in the Game"

**[Registration Required Sessions: You must register through the Global Gaming Expo 2014 registration system for these seminars if you wish to attend.]**

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[www.amctv.com/originals/madmen](http://www.amctv.com/originals/madmen)

#### **About WMS**

WMS Gaming Inc., a wholly owned subsidiary of Scientific Games Corporation (the "Company"), is a leading supplier of innovative gaming entertainment products and services worldwide. The Company designs, develops, manufactures, distributes and markets casino games and gaming machines, video lottery terminals and video gaming terminals. More information on WMS can be found at [now.wms.com](http://now.wms.com) or visit the Company on [Facebook](#)<sup>®</sup>, [Twitter](#)<sup>®</sup> or [YouTube](#)<sup>®</sup>.

### **Forward-Looking Statements**

In this press release, Scientific Games makes "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements describe future expectations, plans, results or strategies and can often be identified by the use of terminology such as "may," "will," "estimate," "intend," "continue," "believe," "expect," "anticipate," "should," "could," "potential," "opportunity," or similar terminology. These statements are based upon management's current expectations, assumptions and estimates and are not guarantees of timing, future results or performance. Actual results may differ materially from those contemplated in these statements due to a variety of risks and uncertainties and other factors, including, among other things: competition; U.S. and international economic and industry conditions, including declines in or slow growth of lottery retail sales or gross gaming revenues and reductions in or constraints on capital spending by gaming or lottery operators; slow growth of new gaming jurisdictions; slow addition of casinos in existing jurisdictions; declines in the replacement cycle of gaming machines; ownership changes and consolidation in the casino industry; opposition to legalized gaming or the expansion thereof; inability to adapt to, and offer products that keep pace with, evolving technology; inability to develop successful gaming concepts and content; laws and government regulation, including those relating to gaming licenses and environmental laws; inability to identify and capitalize on trends and changes in the lottery and gaming industries, including the expansion of interactive gaming; dependence upon key providers in our social gaming business; inability to retain or renew existing contracts or enter into new contracts, or less favorable modifications to existing contracts; level of our indebtedness; unavailability or inadequacy of cash flows to satisfy obligations or future needs; restrictions and covenants in our debt agreements; protection of our intellectual property, ability to license third party intellectual property and the intellectual property rights of others; security and integrity of our software and systems and reliance on or failures in our information technology systems; natural events that disrupt our operations or those of our customers, suppliers or regulators; inability to benefit from, and risks associated with, strategic equity investments and relationships, including (i) the inability of our joint venture to meet the net income targets or otherwise to realize the anticipated benefits under its private management agreement with the Illinois lottery, (ii) the inability of our joint venture to meet the net income targets or other requirements under its agreement to provide marketing and sales services to the New Jersey lottery or otherwise to realize the anticipated benefits under such agreement (including as a result of a protest) and (iii) failure to realize the anticipated benefits related to the award to our consortium of an instant lottery game concession in Greece; failure to achieve the intended benefits of the WMS acquisition, including due to the inability to realize synergies in the anticipated amounts or within the contemplated time-frames or cost expectations, or at all; inability to complete and integrate future acquisitions, including the pending acquisition of Bally Technologies, Inc. ("Bally") due to the failure to obtain the required approvals or debt financing or otherwise; litigation related to the pending Bally acquisition; disruption of our current plans and operations as a result of the pending Bally acquisition; costs, charges and expenses related to the pending Bally acquisition; the failure to realize the intended benefits of the pending Bally acquisition, including the inability to realize the anticipated synergies in the anticipated amounts or within the contemplated time-frames or cost expectations, or at all; restructuring costs; revenue recognition standards and impairment charges; fluctuations in our results due to seasonality and other factors; dependence on suppliers and manufacturers; risks relating to foreign operations, including fluctuations in foreign currency exchange rates and restrictions on the import of our products; dependence on our employees; litigation and other liabilities relating to our business, including litigation and liabilities relating to our contracts and licenses, our products and systems, our employees, intellectual property and our strategic relationships; influence of certain stockholders; and stock price volatility. Additional information regarding risks, uncertainties and other factors that could cause actual results to differ materially from those contemplated in forward-looking statements is included from time to time in our filings with the SEC, including under the heading "Risk Factors" in our most recent Annual Report on Form 10-K. Forward-looking statements speak only as of the date they are made and, except for Scientific Games' ongoing obligations under the U.S. federal securities laws, Scientific Games undertakes no obligation to publicly update any forward-looking statements whether as a result of new information, future events or otherwise.