



## **New Hampshire Lottery Set for e-Instant Expansion with IWG**

**Concord, NH – (May 14<sup>th</sup> 2020)** – The New Hampshire Lottery is teaming up with Instant Win Gaming (IWG), a leading global instant win games supplier, to enhance and expand New Hampshire iLottery, which has experienced widespread success since its launch in September 2018.

The New Hampshire Lottery now has access to IWG's rapidly growing game portfolio featuring hundreds of games, along with the ability to build custom content specifically for players in the Granite State. Following a competitive RFP process, this award qualifies IWG as a certified e-Instant game supplier for the New Hampshire Lottery.

"It's an extremely proud moment to have been selected as an e-Instant game supplier for the New Hampshire Lottery," said Rhyddan Fisher, IWG CEO. "Applying our expertise to the already successful New Hampshire iLottery program is a rare opportunity in our industry. We cannot be more excited to begin working with New Hampshire and to offer our award-winning games to players in the Granite State."

Since inception, New Hampshire iLottery has played a critical role in driving revenue for education in New Hampshire and sales continue to increase. New Hampshire iLottery sales are currently up by nearly 100-percent year-over-year. As of this month, more than 67,000 players have registered accounts with New Hampshire iLottery.

"We are pleased to embark on this partnership with IWG as we look to further expand New Hampshire iLottery. IWG's strong reputation for delivering high-quality, exciting games, along with a track record of success, were key drivers in its selection," said Charlie McIntyre, executive director, New Hampshire Lottery. "We are always looking to develop new ways to engage our current players, while reaching new audiences, and we see IWG's games as the perfect complement to our current offerings."

This agreement with the New Hampshire Lottery extends IWG's WLA and NASPL client list to 21 lotteries worldwide, including eight lotteries in North America. It also marks IWG's second integration with NeoPollard for a U.S. Lottery, extending the partnership that began in 2016 with the successful Michigan Lottery program.

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**[About IWG](#)**

IWG is a world leader in supplying online, instant win games to lotteries and commercial brands and platforms in the online gaming industry. It has over 15 years' experience of making top selling, high quality instant win games and the strategic know how to make them work.

IWG has launched over 300 games that perform consistently at the highest level, engaging and retaining players while driving excellent results for customers. It has the knowledge to deliver a winning portfolio of games, the experience to make it grow and the sales figures and data to back this knowledge up.

IWG delivers an end-to-end solution covering all aspects of game development and portfolio management and a Remote Game Server (RGS) delivering content in multiple regulated jurisdictions from data centres in the UK, Gibraltar, Canada and North America. It has a broad library available via the RGS with games covering many proven themes and mechanics that can be developed into an ideal offering for a partner's instant win portal.

#### **About New Hampshire Lottery**

Since 1964, the New Hampshire Lottery has contributed more than \$2 billion and counting to education in New Hampshire, including an all-time record \$106.5 million during Fiscal Year 2019. For the past 55 years, the New Hampshire Lottery has recorded more than \$7 billion in lottery sales and other earnings, with over \$4.7 billion paid in prizes and other cost of sales.

The New Hampshire Lottery Commission, located at 14 Integra Drive in Concord, currently manages all lottery operations in the state, including instant games, New Hampshire Powerball®, New Hampshire Mega Millions®, Tri-State Megabucks<sup>SM</sup>, Tri-State Pick3®/Pick4® Daily Numbers games, Gimme 5, Fast Play games, Lucky For Life®, KENO 603<sup>SM</sup>, and iLottery. The New Hampshire Lottery also regulates charitable gaming, including Bingo, Lucky 7, and Games of Chance, along with simulcast racing, fantasy sports, and sports wagering.

For more information, please contact:

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