



IWG and New Hampshire Lottery Launch Integrated e-Instant Games

Collaboration with Scientific Games produces linked digital and printed formats of two popular IWG seasonal games

August 20, 2020 – IWG, the leading supplier of digital e-Instant games to member lotteries of the World Lottery Association and the North American Association of State and Provincial Lotteries, and the New Hampshire Lottery are launching two seasonal e-Instant titles, each with retail versions printed by Scientific Games.

The duo of seasonal fan-favorites from IWG, *Halloween Extreme* and *Frosty Fun*, will be added to the New Hampshire Lottery's portfolio with *Halloween Extreme* going live on August 19, and *Frosty Fun* available from October 28. Both e-Instants are linked to their printed counterparts via cross-promotional Free Play awards intended to introduce retail players to the online versions of the games.

Converting its popular e-Instant titles into traditional retail versions has become common practice for IWG. Previously, for example, IWG's Super Cash Buster game was co-produced as a retail scratch game for the Atlantic Lottery Corporation, Loto Quebec and Lotto New Zealand.

IWG's reach across the North American lottery sector continues to grow rapidly and now includes partnerships with ALC, BCLC, Georgia Lottery, Kentucky Lottery, Loto-Québec, Michigan Lottery, Virginia Lottery and Pennsylvania Lottery.

Rhydian Fisher, IWG CEO, said: *"Normally within the iLottery product offering, games that originate in retail make their way to online, but this is unique as it is the opposite of that. The New Hampshire Lottery has taken our successful eInstant games and mechanics and applied them to retail tickets, which adds huge value for the retail experience, as players get new themes and mechanics from the iLottery offering."*

Charlie McIntyre, Executive Director of the New Hampshire Lottery, said: *"Our recent IWG integration adds tremendous value to the New Hampshire iLottery experience, but the cross-promotional efforts with Halloween Extreme and Frosty Fun demonstrates how our partnership with IWG goes beyond that. We are excited to be launching Halloween Extreme and Frosty Fun in dual formats, and we are looking forward to more opportunities like this with IWG."*

*****ENDS*****

For more information, please contact:

Square in the Air

enquiries@squareintheair.com

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 MegabucksSM, Tri-State Pick3®/Pick4® Daily Numbers games, Gimme 5, Fast Play games, Lucky For Life®, KENO 603SM, 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.