



INSTANT WIN GAMING

IWG Adapts Michigan Lottery's Wild Time™ for Digital Play

Wild Time™ Triple Play brings iconic retail instant game to online audience



Tuesday, June 17, 2025: Instant Win Gaming (IWG), a leading supplier of eInstant games to NASPL and WLA-member lotteries, congratulates the Michigan Lottery on the launch of *Wild Time™ Triple Play*. Developed through a Michigan Lottery and IWG collaboration, this new title reimagines the Lottery's wildly popular *Wild Time™* retail instant game family for the iLottery channel.

Wild Time™ Triple Play leverages the iconic branding and gameplay elements familiar to retail players across the state. IWG's eInstant expertise was key to adapting this beloved experience for the Lottery's online audience.

The new eInstant combines three games in one – *50X Wild Time*, *20X Wild Time*, and *10X Wild Time* – each offering different price points and prize structures. Players can seamlessly switch between the three games by adjusting the ticket price, with both artwork and mechanics updating automatically to reflect their selection.

This launch is another example of IWG's continued commitment to delivering bespoke digital content tailored to the needs of its lottery partners. In late 2024, IWG partnered with the North Carolina Education Lottery to repackage its long-running Bucks scratch-off brand. Per a recent La Fleur's

magazine [article](#) the resulting eInstant, Bucks Triple Play, stands as the lottery's most successful eInstant launch to date.

Other lotteries, including Pennsylvania and Virginia, have also launched localized versions of popular retail games using this same format. Further, IWG and the Georgia Lottery are now finalizing an eInstant version of a popular Georgia scratcher brand, with the game set to launch in August.

These projects reflect a successful model built on close cooperation between IWG and its lottery partners, showcasing how lotteries can grow their player base by combining their strong local brands with thoughtful eInstant game design.

Suzanna Shkreli, Commissioner at the Michigan Lottery, said: *"Wild Time Triple Play is a fantastic addition to our online portfolio. We expect it to resonate with longtime fans of the Wild Time series and introduce new players to its distinctive gameplay. IWG has done a good job capturing the essence of the brand and bringing it to life in digital form. We're confident this game will be among our most popular!"*

Rhyddian Fisher, CEO at IWG, added: *"The Wild Time brand is truly iconic in Michigan, and we're honored to have been entrusted with adapting it for digital play. We thoroughly enjoyed the development process and are especially proud of our novel eInstant design that combines three games into one. Congratulations to the Michigan Lottery on a successful launch that will further support Michigan K-12 education, local businesses, and the broader state economy."*

*****ENDS*****

For more information, please contact:

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About IWG

IWG is the world leader in supplying digital e-Instant and instant win games to WLA and NASPL-member lotteries. It has 20 years' experience of making top selling, high quality games and the strategic know how to make them work.

Each year, IWG develops more than 300 new InstantGames for its global base of lottery customers. Its games consistently perform at the highest level, engaging and retaining players while driving superior sales results. It has the knowledge to deliver winning game portfolios, and the experience to make them grow.

IWG delivers an end-to-end solution covering all aspects of e-Instant development and portfolio management. The Company's InstantRGS (remote game server) delivers its content in multiple regulated jurisdictions from data centers in the UK, Gibraltar, Canada and North America. It has a broad library available via its InstantRGS with games covering many proven themes and mechanics that can be developed into an ideal offering for a partner's e-Instant and/or instant win program. InstantWinGaming.com.