



INSTANT WIN GAMING

## IWG and Pennsylvania Lottery Launch New eInstants Category: “EZ eInstants”

*Range of games set to broaden appeal of Lottery’s iLottery program*



**JULY 09, 2024:** Instant Win Gaming (IWG), a leading supplier of eInstant games to NASPL and WLA-member lotteries, congratulates the Pennsylvania Lottery on becoming the first in the U.S. to launch *eFastPlay*, a new eInstants category offered by IWG. In Pennsylvania, the Lottery is branding this new category as “EZ eInstants.”

The Lottery’s new EZ category broadens the appeal of its online program to players who prefer a more simplified instant play experience.

The Pennsylvania Lottery is going live with an initial three game launch: *Prospector’s Gold Rush*, *Firework Fortune Frenzy* and *Treasure Tomb*. Further games are planned over the coming months.

EZ eInstants, just like all IWG games, reside within the Company’s InstantRGS (remote game server), and therefore required no development support from the iLottery platform provider to implement.

IWG is also extending the appeal of the new category with a linked jackpot which is available across all of the Lottery's EZ games, and is powered by IWG's *InstantJackpots* technology.

The launch of IWG's new family of EZ eInstants complements the standard eInstants that are already popular with Pennsylvania Lottery players, providing incremental play styles in the Keystone State.

**Drew Svitko, Executive Director at Pennsylvania Lottery**, said: *"We're very excited for our new EZ eInstant category to go live. These games, provided by IWG, will be a great addition to our existing portfolio, offering up new experiences that cast a wider net of game play appeal, and in turn, create incremental revenues for older Pennsylvanians. We have several EZ eInstant games in our future release plans, and we cannot wait to see how players respond to this new category."*

**Rhydian Fisher, CEO at IWG**, said: *"Kudos to the team at Pennsylvania Lottery for launching the first range of EZ eInstants. This new category launch is very exciting and frankly, has not happened too many times in the iLottery industry. As iLottery programs mature, we feel it is critical as a strategic content supplier to offer a variety of game play experiences. These EZ eInstants will cater to a specific group of Lottery players, providing the Pennsylvania Lottery with an opportunity to engage with new players for their iLottery program."*

**\*\*\*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](http://InstantWinGaming.com).