



***JURASSIC WORLD* Omnichannel Games Thrill U.S. Players as Scientific Games Readies for Linked Game Winners' Event**

JURASSIC WORLD-Inspired Scratch Games Are Roaring this Summer, Digital Games Launching

ATLANTA – August 27, 2025 – [Scientific Games](#) announces that its exclusive, new *JURASSIC WORLD*-themed lottery games are roaring with success across the U.S. this summer. Created as part of a multi-year collaboration with Universal Products & Experiences, the blockbuster instant scratch games are delivering powerful results, with sales up to 161% higher than other games at the same price point in the market. The company created an omnichannel suite of *JURASSIC*-themed products to meet players where they play, including scratch, Fast Play, draw-based, Keno, digital second-chance and eInstant games.

The successful launches are setting the stage for the company's *JURASSIC WORLD*-themed *Linked Game* winners' event next year. The event will bring together lottery winners from across the U.S. for a once-in-a-lifetime, brand-immersive experience in Hawaii—where the original *JURASSIC PARK* was filmed—complete with white-glove services and opportunities to win additional cash prizes. *Linked Game* entry is through Scientific Games' digital second-chance drawing program.

Sixteen of 20 state lotteries participating in the *Linked Game* have already launched *JURASSIC PARK* and *JURASSIC WORLD* scratch and Fast Play games at the \$5 or \$10 price points, with four more launches coming soon. *JURASSIC*-themed eInstant games have recently launched.

Scott Warner, Product Manager for the South Carolina Education Lottery, said: "The *JURASSIC PARK* franchise is one of the most recognizable and beloved brands in the world. It has had a special place in pop culture for decades. There is a great blend of adventure and nostalgia, plus the excitement of the \$1,000,000 JACKPOT CHALLENGE. The fact that the promotion aligned with the release of the newest movie was perfect and made *JURASSIC PARK* an ideal fit for our scratch-off portfolio. The launch has been very strong, with six-week sales the second highest of any game over the past year. We're really excited to send players to Hawaii! The trip experience will be incredible and the extra opportunities to win up to \$1,000,000 will be thrilling for players."

In July, *JURASSIC WORLD Rebirth* opened in movie theatres nationwide. From Universal Pictures and Amblin Entertainment, the *JURASSIC WORLD* franchise immerses audiences of all ages in a new era of wonder and thrills where dinosaurs and humankind must learn to coexist.

Joshua Johnston, Director of Washington’s Lottery, said, “The *JURASSIC* franchise has thrilled generations, and bringing that excitement to our players through a themed scratch ticket felt like a perfect fit. From the recognizable artwork to the thrill of uncovering big prizes, our players embraced the game right away. It’s always exciting to tap into fan-favorites that fuel a sense of fun and nostalgia. We’re always looking for new ways to create memorable experiences for our players, and the *JURASSIC*-themed game delivers just that. With the chance to win up to \$1 million – plus a once-in-a-lifetime trip to Hawaii up for grabs, where the original film was shot – the game offers an incredible layer of excitement to an already engaging experience.”

In addition to appealing heavily to core instant game lottery players, a recent study showed that three of the five non-core instant game player segments placed *JURASSIC PARK* in the “Keeper” brand quadrant based on the brands breadth of appeal and intensity of liking. Overall, licensed brands have been shown to successfully attract new, non-core players. Recent Scientific Games loyalty program data showed that licensed branded games are 63% more likely to lead to loyalty club registrations than non-licensed branded games.

Robert Tharp, Senior Director of Products and Analytics, Brightstar Indiana on behalf of the Hoosier Lottery, said, “*JURASSIC PARK* is a new licensed property in the lottery world, so we saw it as a chance to bring a game to players with a theme they had not seen before. We have had success with nostalgic properties in the past and saw the opportunity to once again bring that feeling of nostalgia to players with *JURASSIC PARK*. The ticket art is very unique and eye-catching. We also felt the *Linked Game* event in Hawaii was something that would be attractive to players as a second chance...who doesn’t want to win a trip to Hawaii!”

Scientific Games created the first instant *Linked Game* in 2007 and has continued to lead the industry, working with the most recognizable brands in the world to innovate omnichannel lottery experiences and large-scale, once-in-a-lifetime winners’ experiences.

Tina Hoover, VP Licensing for Scientific Games, said, “We could not be more excited that the *JURASSIC WORLD*-themed games are delivering thrilling experiences for players across the U.S. and that the larger-than-life sales performance of these iconic games is generating more funding for lottery beneficiary programs.”

Scientific Games provides retail and digital games, technologies, analytics and services to 150 lotteries in 50 countries. The company offers the largest portfolio of licensed brands in the lottery industry with more than 100 properties for retail and digital games. In fiscal year 2025, licensed branded games created by Scientific Games for U.S. lotteries represented over USD \$3.5B in retail and digital sales.

© Universal City Studios LLC and Amblin Entertainment, Inc. All Rights Reserved.
Universal is not a sponsor or administrator of this Promotion.

© 2025 Scientific Games, LLC. All Rights Reserved.

About Scientific Games

Scientific Games is a leading provider of lottery games, technology, analytics and services to government-sponsored lottery programs globally. From cutting-edge backend systems to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We push game designs to the next level and are pioneers in instant games, data

analytics and iLottery. Built on a foundation of trusted partnerships, Scientific Games combines relentless innovation, performance, and unwavering security to responsibly propel the industry forward. For more information, visit scientificgames.com.

About the JURASSIC WORLD Franchise

From Universal Pictures and Amblin Entertainment, *Jurassic World* immerses audiences of all ages in a new era of wonder and thrills where dinosaurs and humankind must learn to coexist. *Jurassic World* is more than a film franchise. At every turn, this \$6 billion film series delivers a larger-than-life destination for exploration, discovery, and epic adventure. Dinosaurs live again and they live in *Jurassic World*.

About UNIVERSAL PRODUCTS & EXPERIENCES

Universal Products & Experiences (UP&E) globally drives the expansion and elevation of NBCUniversal's iconic collection of brands, intellectual properties, characters, and stories based on the company's extensive portfolio of properties created by Universal Pictures, Illumination, DreamWorks Animation and NBCUniversal Television and Streaming. The division executes this through innovative physical and digital products, as well as engaging retail and product experiences across our expansive global theme park destinations (for both owned and third-party IP), location-based venues, e-commerce product platforms, and retailers around the world. Along with global brand strategy and creative, UP&E's lines of business include Consumer Products and Games, along with Theme Parks Products & Retail. UP&E is a division of Universal Destinations & Experiences, part of NBCUniversal, a subsidiary of Comcast Corporation (NASDAQ: CMCSA). More information is available at universalproductsexperiences.com.

Scientific Games Media Inquiries:

Media@scientificgames.com