Michigan Lottery Launches Endzone Payout

State Lottery first to go live with IWG and Inspired Entertainment-developed game

LONDON and NEW YORK , Jan.30, 2019 /PRNewswire/ -- IWG, the award-winning supplier of online, instant-win games, and Inspired Entertainment (Nasdaq: INSE), a world leader in virtual sports, have delivered a new Instant-Virtual Football game, **Endzone Payout,** to the Michigan Lottery.

Launched ahead of the weekend's big game, Michigan is the first to roll out this brand-new vertical for North American lotteries.

The sports-themed virtual scratch ticket uses a video clip of a single football play as an exciting way to reveal the outcome of a simple symbol match lottery game.

Endzone Payout is a result of an innovative collaboration, which involves IWG leaning on its expertise to create unique and engaging instant win games that feature Inspired's award-winning ultra-realistic Virtual Sports graphics.

Shannon DeHaven, Deputy Commissioner of Digital Operations at Michigan Lottery , said: *"We feel confident that the launch of this brand-new style of sports-themed digital instant ticket game will appeal to both our existing player base and new players."*

Rhydian Fisher, IWG CEO , said: *"It's exciting to see our first U.S. lottery customer go live with one of the most inventive games to hit the North American lottery market in recent times. Endzone Payout is the type of game that combines the best of instant win mechanics and virtual sports animations into an easy-to-understand concept."*

Brooks Pierce, President and Chief Operation Officer at Inspired Entertainment, said: *"We are very proud of this entertaining and engaging new product for lotteries and happy to launch it for the first time in Michigan. We look forward to seeing how this product supports the Michigan Lottery's mission of raising revenues for public education."*

IWG has provided a full online instant win service to lotteries for more than 15 years, producing more than 250 high quality instant win games.

Inspired has more than 15 years of visual effects experience and has been the EGR Virtual Sports Provider of the Year for the past three years. Inspired's life-like games appeal to a new player genre, providing fun betting options and exciting new ways to reveal the win.

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.

Contact:

Square in the Air Communications
Lewis Phillips
+44 (0) 20 3542 4893
lewis@squareintheair.com

About Inspired Entertainment, Inc.

Inspired is a global games technology company, supplying Virtual Sports, Mobile Gaming and Server Based Gaming systems with associated terminals and digital content to regulated lottery, betting and gaming operators around the world. Inspired currently operates over 30,000 digital gaming terminals and supplies its

Virtual Sports products through more than 40,000 retail channels and over 100 websites, in approximately 35 gaming jurisdictions worldwide. Inspired employs more than 650 employees in the UK and elsewhere, developing and operating digital games and networks. Additional information can be found at www.inseinc.com .

Contact:
Aimee Remey
+1 646 620-6737
Aimee.remey@inseinc.com

Forward Looking Statements

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Such forward-looking statements are subject to known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside of our control and all of which could cause actual results to differ materially from the results discussed in the forward-looking statements. Accordingly, forward-looking statements should not be relied upon as representing our views as of any subsequent date, and we do not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date they were made, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws. Factors that could cause actual results to differ materially from those expressed or implied in forward-looking statements can be found in our reports filed with the Securities and Exchange Commission, including our annual report on Form 10-K, our quarterly reports on Form 10-Q and our current reports on Form 8-K, which are available, free of charge, on the SEC's website at www.sec.gov and on our site at www.inseinc.com .

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