



NEWS RELEASE

Brightstar Lottery Showcases Innovative Lottery Solutions at NASPL 2026

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LONDON, Sept. 16, 2026 /PRNewswire/ -- Brightstar Lottery PLC (NYSE: BRSL) ("Brightstar") announced today that it will spotlight its comprehensive portfolio of lottery solutions at the North American Association of State and Provincial Lotteries ("NASPL") 2026 annual conference, from Sept. 21 – 24, in Orlando, Florida. Brightstar's team of lottery experts will highlight solutions across content, retail performance, intelligent operations, and player experience designed to help lotteries drive growth and engage players.

"We are excited to connect with lottery leaders at NASPL 2026 and demonstrate how Brightstar's solutions innovations and investment in transformation are designed to meet the evolving needs of lotteries that are operating in an environment of rapid technology advancements and new competitive threats," said Marco Tasso, Brightstar Executive Vice President and Chief Operating Officer Global Lottery. "As lotteries look for new ways to drive growth, improve performance, and engage players in this dynamic marketplace, we remain focused on delivering technology, expertise, and insights intended to support those objectives while generating sustainable results and long-term value for the communities they serve."

NASPL attendees who explore Brightstar's booth can experience a variety of engaging new products and services including:

- **Explore Games for All Experiences:** Brightstar will spotlight its growing portfolio of omnichannel content and digital engagement solutions that offer players a variety of ways to play across retail and digital channels. Featured in the booth will be Brightstar's portfolio of iconic licensed brands, including Wheel of Fortune, Ghostbusters™, and Rubik's™, all available as omnichannel game offerings, as well as its partnership with

iHeartRadio, which provides lotteries with extensive media reach and player engagement opportunities. Brightstar will feature Infinity Instants Frame™, a flexible platform that leverages infinity technology to create unique ticket designs across a variety of game types. Attendees can explore Brightstar's latest patented draw game, WinMode™, alongside instant games engaging players across North America, including top-performing titles, new releases, and innovative features designed to support player engagement and portfolio growth.

- **Drive Retail Growth:** Showcased in this area of Brightstar's booth are products and services designed to help lotteries and retailers remove barriers, simplify retail operations, enhance efficiency, and create more seamless experiences for retailers and players alike. Featured solutions include Retailer Lens, a versatile new device for ticket, barcode, QR code, and mobile content scanning; and Brightstar's latest retailer terminals, Retailer Pro S2 and Retailer To Go S2. Brightstar will showcase how LotteryLink™, the compact solution that enables instant ticket and draw-game sales directly through a retailer's point of sale environment, is actively supporting lottery retailers in the marketplace. Visitors can also learn how Brightstar is helping lotteries modernize retail operations through innovations such as predictive maintenance, remote visual assistance, and artificial intelligence (AI)-powered tools designed to help sales and field service teams to operate more effectively and efficiently.
- **Accelerate Insights:** Brightstar will demonstrate how AI, advanced analytics, and automation can help lottery teams work more effectively, uncover insights, strengthen player engagement, and improve operational efficiency. The area will also showcase how player feedback can complement traditional performance metrics to provide a more complete understanding of player preferences and behaviors. Demonstrations will include Brightstar's Agentic Reporting Assistant, designed to facilitate interaction with lottery data; and Game Planner, an AI-assisted solution designed to simplify and enhance instant-game planning and forecasting. Attendees can also explore innovations across player marketing, game recommendations, bonus optimization, player segmentation, and business intelligence.
- **Elevate Every Play:** Brightstar will showcase innovative retail and digital solutions designed to help lotteries connect with players in new ways while delivering more personalized and convenient experiences across every touchpoint. Highlights include the GameFlex 48 vending machine, now providing players with access to 48 instant and draw games in lottery retail environments, and GameTouch Draw S2 with instant games, which brings instant games into the retail environment. Attendees can also experience the Signalink Player Experience and Connected Play solutions that help bridge retail and digital channels through features such as mobile-enabled game discovery, self-service claims, and paperless instant ticket concepts.

Brightstar leaders will also participate in several NASPL panel discussions including:

- Wednesday, September 23
 - Nathanael Worley, Brightstar Vice President, North American Sales Development, will participate in the

"Product Management and Game Development" panel for a discussion on the trends, innovations and player expectations influencing the next generation of lottery products.

- Thursday, September 24
 - Marco Tasso, Brightstar Executive Vice President and Chief Operating Officer of Global Lottery, will participate in the Premiere Member Panel to discuss the trends transforming lottery today and how lotteries can adapt, innovate and thrive in a changing market.
 - Michelle Carney, Brightstar Vice President, Global Lottery Marketing, will deliver Brightstar's Premier Partner Presentation on how lotteries can stay relevant, competitive and connected to the next generation of players.
 - Jesse Saccoccio, Brightstar Senior Director, Lottery Product Management, will participate in the "Self-Checkout and Digital Lottery at Retail Blends" panel to share insights into the growing convergence of retail and digital play in a changing lottery industry.

About Brightstar Lottery PLC

Brightstar Lottery PLC (NYSE: BRSL) is a global leader in lottery focused on innovation and forward-thinking strategies and solutions, building on our renowned expertise in delivering secure technology and producing reliable, comprehensive solutions for our customers. As a premier pure play global lottery company, our best-in-class lottery operations, retail and digital solutions, and award-winning lottery games enable our customers to achieve their goals, entertain players and distribute meaningful benefits to communities. Brightstar has a well-established local presence and is a trusted partner to governments and regulators around the world, creating value by adhering to the highest standards of service, integrity, and responsibility. Brightstar serves nearly 90 lottery customers and their players on six continents. It is the primary technology provider to 26 of the 46 lottery jurisdictions in the U.S. and eight of the world's 10 largest lotteries with central systems. Brightstar has approximately 6,000 employees. For more information, please visit www.brightstarlottery.com or follow along on **LinkedIn**.

Cautionary Statement Regarding Forward-Looking Statements

This news release contains forward-looking statements (including within the meaning of the Private Securities Litigation Reform Act of 1995) concerning Brightstar Lottery PLC and its consolidated subsidiaries (the "Company") and other matters. These statements may discuss goals, intentions, and expectations as to future plans, trends, events, products and services, customer relationships, results of operations, financial condition, business opportunities, market developments, strategic initiatives, or otherwise, based on the current beliefs of the management of the Company, as well as assumptions made by, and information currently available to, such management. Forward-looking statements may be accompanied by words such as "aim," "anticipate," "believe," "plan," "could," "would," "should," "continue," "estimate," "expect," "forecast," "future," "guidance," "intend," "may," "will," "possible," "potential," "predict," "project" or the negative or other variations of those words or comparable

terminology. Specifically, statements regarding the anticipated benefits, capabilities, performance, functionality, customer adoption, commercialization, market acceptance, growth potential, operational efficiencies, business opportunities, or future development of the Company's products, technologies, digital initiatives, artificial intelligence solutions, and other offerings highlighted at NASPL 2026 are forward-looking statements. These forward-looking statements are based on management's current expectations and assumptions as of the date of this news release and are subject to risks, uncertainties and other factors, many of which are outside the Company's control, that could cause actual results, performance or developments to differ materially from those expressed or implied by such statements. Such risks and uncertainties include, among others, the Company's ability to successfully develop, enhance, deploy, market and commercialize its products, technologies and services; customer acceptance and adoption of new products, services and technologies; the ability to convert customer interest, demonstrations, pilot initiatives or business discussions into commercial opportunities or contracts; the timing and success of product launches, implementations and deployments; the performance and reliability of the Company's products and technologies; developments relating to artificial intelligence technologies and their use, regulation and adoption; competitive pressures; technological changes; cybersecurity and data privacy risks; changes in laws, regulations and governmental policies affecting the lottery industry; macroeconomic, political and regulatory uncertainty, including as a result of tariffs, trade restrictions and geopolitical events; fluctuations in foreign currency exchange rates; and other risks and uncertainties described under "Risk Factors" in the Company's most recent Annual Report on Form 20-F and in subsequent reports filed or furnished to the U.S. Securities and Exchange Commission ("SEC"), which are available on the SEC's website at www.sec.gov and on the investor relations section of the Company's website at www.brightstarlottery.com. Should one or more of these risks or uncertainties materialize, or should any underlying assumptions prove incorrect, actual results may differ materially from those expressed or implied by the forward-looking statements. Accordingly, readers should not place undue reliance on such statements. The forward-looking statements contained in this news release speak only as of the date of this news release and, except as required by applicable law, the Company undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise. All forward-looking statements contained in this news release are expressly qualified in their entirety by this cautionary statement.

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