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PLAYSTUDIOS

## **PLAYSTUDIOS Expands Rewards Program Beyond Las Vegas to Include Beau Rivage and Gold Strike in Mississippi**

*myVEGAS Players Can Now Redeem Rewards at Destinations Off the Las Vegas Strip*

BURLINGAME, Calif. & LAS VEGAS--(BUSINESS WIRE)-- **PLAYSTUDIOS**, a game development company focusing on free-to-play casino games, today announced the expansion of its rewards program in partnership with MGM Resorts International. For the first time, myVEGAS players will be able to redeem in-game currency for real-world rewards at two casino resorts located in Mississippi. Starting today, the myVEGAS rewards program will feature offerings from Beau Rivage and Gold Strike, including complimentary meals, rooms and hotel suite upgrades, rounds of golf at the Tom-Fazio-designed Fallen Oak, tickets to DreamCast Entertainment's theatrical circus shows *SALTORIYA* and *TAGANAI*, and more. Prior to this expansion, myVEGAS rewards had only been available in Las Vegas at MGM Resorts International destinations including Bellagio, ARIA, MGM Grand and Mandalay Bay.

PLAYSTUDIOS Expands Rewards Program Beyond Las Vegas to Include Beau Rivage and Gold Strike in Mississippi (Photo: Business Wire)

"Our ability to offer players these new rewards, in new locations, represents

an important next step in the evolution of the myVEGAS experience," said Andrew Pascal, founder, president and chief executive officer of **PLAYSTUDIOS**. "It further demonstrates our commitment to rewarding virtual-world loyalty with real-world value."

Tom Mikulich, Senior Vice President of Business Development for MGM Resorts International, said, "The relationship between PLAYSTUDIOS and MGM Resorts International has been tremendously successful in Las Vegas, and now we are able to expand this popular game and exciting rewards to our Southern customers as well. As a

member of MGM Resorts' premier rewards program, M life, customers now can redeem their myVEGAS rewards at our Mississippi destinations, Beau Rivage in Biloxi and Gold Strike in Tunica."

myVEGAS is the #1 downloaded free-to-play casino app and is currently available on iOS, Android, and Kindle mobile devices, as well as on Facebook. myVEGAS is the only social casino app that gives players a chance to earn real-world rewards from an exclusive collection of travel, leisure, and entertainment brands. Rewards include complimentary hotels stays, meals, shows, nightclub access, and more.

To play myVEGAS on Facebook, visit:

- [https://apps.facebook.com/playmyvegas?kt\\_tu=partner&kt\\_st1=mv\\_pr](https://apps.facebook.com/playmyvegas?kt_tu=partner&kt_st1=mv_pr)

To download the mobile myVEGAS app, visit:

- (iOS) APP STORE - <http://ad-x.co.uk/API/click/PLYSTskjghfugDP/web25269a55478d21>
- (Android) GOOGLE PLAY - <http://ad-x.co.uk/API/click/PLYSTskjghfugDP/web25269a55474319>
- (Kindle) AMAZON Store - <http://ad-x.co.uk/API/click/PLYSTskjghfugDP/web25269a55478d21>

## **About PLAYSTUDIOS**

**PLAYSTUDIOS** is a developer of engaging casual games for mobile and social platforms. Founded by a team of experienced gaming and technology entrepreneurs, **PLAYSTUDIOS'** first free-to-play application, *myVEGAS*, combines the best elements of popular social games with established gambling mechanics. Players enjoy an ever-growing collection of slot and table games, and the opportunity to earn an unprecedented selection of valuable, real-world rewards from leading hospitality, entertainment, and leisure brands. Currently, myVEGAS reward partners include MGM Resorts International, Wolfgang Puck, Cirque du Soleil, House of Blues, Sugar Factory, and the Las Vegas Monorail. For more information about **PLAYSTUDIOS**, visit the company's website at [www.myVEGAS.com](http://www.myVEGAS.com).

## **About MGM RESORTS INTERNATIONAL**

MGM Resorts International (NYSE: MGM) is one of the world's leading global hospitality companies, operating a portfolio of destination resort brands including Bellagio, MGM Grand, Mandalay Bay and The Mirage. The Company also owns 51% of MGM China Holdings Limited, which owns the MGM Macau resort and casino and is in the process of developing a gaming resort in Cotai, and 50% of CityCenter in Las Vegas, which features ARIA Resort & Casino. For more information about MGM Resorts International, visit the Company's website at [www.mgmresorts.com](http://www.mgmresorts.com).

## **About BEAU RIVAGE RESORT & CASINO**

Casual elegance awaits at Beau Rivage Resort & Casino, MGM Resort's International's destination resort on the Mississippi Gulf Coast. French for "beautiful shore," Beau Rivage

blends the charm and character of the Mediterranean with graceful touches of Southern hospitality. From the 31 majestic oak trees that line the front entry drive to the 1,740 elegantly appointed guest rooms and suites, the resort offers AAA Four-Diamond accommodations unparalleled anywhere in the Southeast. Ten restaurants, four nightclubs and bars, an 85,000 square-foot casino, a world-class spa and salon, an upscale shopping promenade, a state-of-the-art convention center, a 1,550-seat showroom featuring headline entertainment and a wide array of production shows and Fallen Oak, a Tom Fazio-designed championship golf course, make a visit to Beau Rivage one of the finest destination resort experiences in the South. For more information or to make reservations, call (888) 567-6667 or visit [www.beaurivage.com](http://www.beaurivage.com).

### **About GOLD STRIKE CASINO RESORT**

Gold Strike Casino Resort, MGM Resorts International's 1,200-room resort located 20 minutes south of Memphis in Tunica, Miss., recently completed the largest renovation and remodeling project in its history. The multi-million dollar transformation included all of Gold Strike's deluxe rooms and suites, hotel lobby, 30,000-square-foot conference and convention center, casino, high-limit gaming area, Chicago Steakhouse and the new Buffet Americana. In addition, Gold Strike recently opened a smoke-free second floor complete with 4,500 square feet of gaming space. The resort also features a refreshing spa, the 800-seat Millennium Theatre, Atrium Café and 50,000 square feet of gaming space with 53 table games and more than 1,200 slot machines. For reservations or information, call 888-245-7529 or visit [www.goldstrike.com](http://www.goldstrike.com).

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140522005356/en/>

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