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PLAYSTUDIOS

PLAYSTUDIOS Ushers in the Next Generation of Mobile Table Games With New myVEGAS Blackjack App

Social Casino Gaming Pioneer Fills a Void in the Mobile Social Casino Market with Launch of Blackjack App for Android and iOS

BURLINGAME, Calif.--(BUSINESS WIRE)-- Premier game developer **PLAYSTUDIOS**, known for its top-ranked free-to-play *myVEGAS Slots* app, today announced the launch of its newest product, *myVEGAS Blackjack*. The new app is free to download and play on iOS and Android devices, and offers core table games players the chance to earn real-world casino, restaurant and entertainment rewards while enjoying a familiar Blackjack experience. With the launch of *myVEGAS Blackjack*, **PLAYSTUDIOS** hopes to capture an entirely new segment of the casino games market. Blackjack fans can access the app worldwide starting today in the iTunes App Store, on Google Play, and Amazon.com.

"Blackjack is one of the most popular casino games, and with no breakout app in the blackjack genre, we identified this opportunity to create a category-defining product. Our team took a serious look at what worked well within our mobile *myVEGAS Slots* app, and we asked our players what they most enjoyed about the traditional Blackjack gaming experience. In the end, we discovered some great opportunities for innovation, and those insights drove the development of *myVEGAS Blackjack*. We're confident that the final product will appeal to the casual and sophisticated table gamers as well as our established slot players," said Andrew Pascal, founder, president and chief executive officer of **PLAYSTUDIOS**.

myVEGAS Blackjack is true to its roots and offers players the traditional tempo, look, and feel of casino-style blackjack combined with enticing new features and beautiful graphics that typify **PLAYSTUDIOS** products. *myVEGAS Blackjack* incorporates new characters,

unique game mechanics, and a night time environment. Among the innovations that set *myVEGAS Blackjack* apart from other games in the category are its Bold Play Meter, Mobile Challenges, Collectible Items, and Game Variations. In addition, players may choose from multiple table themes based on a number of iconic MGM Resorts brands, including ARIA, MGM Grand, The Mirage, New York-New York, and Excalibur.

The new *myVEGAS Blackjack* app is a separate download from the *myVEGAS Slots* app. However, it shares myVEGAS Loyalty Points across all other myVEGAS games. Players of *myVEGAS Blackjack* can redeem rewards from an exclusive collection of travel, leisure, and entertainment brands including Bellagio, ARIA, MGM Grand, Wolfgang Puck, Cirque du Soleil, and House of Blues. Rewards include complimentary hotels stays, travel packages, meals, shows, VIP nightclub access, and more.

For more information about myVEGAS Blackjack, please visit: <http://www.myvegas.com>

To download myVEGAS Blackjack for iOS, please visit:
<https://itunes.apple.com/us/app/blackjack-myvegas-21-free/id821744424>

To download myVEGAS Blackjack for Android, please visit:
<https://play.google.com/store/apps/details?id=com.playstudios.myvegas.blackjack>

To download myVEGAS Blackjack for Kindle, please visit:
<http://www.amazon.com/gp/mas/dl/android?p=com.playstudios.myvegas.blackjack>

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.

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