November 4, 2014

PLAYSTUDIOS Partners with The Smith Center for the Performing Arts to Deliver a New Category of Entertainment Rewards

myVEGAS Players Can Now Redeem Loyalty Points for Complimentary and Companion Tickets to Premier Arts and Entertainment Experiences in Las Vegas

BURLINGAME, Calif.--(BUSINESS WIRE)-- **PLAY**STUDIOS, a premier game developer of free-to-play casual games for mobile and social platforms, today announced a partnership with The Smith Center for the Performing Arts in Las Vegas to provide new arts and entertainment rewards for myVEGAS players. Through this partnership, players will be able to redeem their loyalty points for complimentary and companion tickets to The Smith Center performances, as well as access to The Founders Room.

“The Smith Center is a world-class performing arts venue and our partnership with them enables us to offer yet another category of real-world rewards – exclusive access to premier arts and cultural events,” said Andrew Pascal, CEO of **PLAY**STUDIOS.

The initial collection of rewards from The Smith Center includes companion tickets for MUMMENSCHANZ, Oleta Adams, The Kinsey Sicks, Sister’s Christmas Catechism, and Totally 80s Symphonic. In addition, myVEGAS players can redeem complimentary tickets to Re-Animator the Musical.

Suzanne Chabre, vice president of marketing and communications for The Smith Center said, “With over one million daily active users, **PLAY**STUDIOS has built an impressive player-base with their myVEGAS apps. Our in-game rewards partnership will enable us to promote our upcoming events to a valuable new audience of locals and Las Vegas visitors.”

myVEGAS from **PLAY**STUDIOS is a top-ranked family of free-to-play casino apps available on iOS, Android, and Kindle mobile devices, as well as on Facebook. *myVEGAS Slots* and

Blackjack are the only social casino apps that give players a chance to earn real-world rewards from an exclusive collection of travel, leisure, and entertainment brands including Bellagio, ARIA, MGM Grand, Wolfgang Puck, Cirque du Soleil, Royal Caribbean International and House of Blues. Rewards include complimentary hotels stays, travel packages, cruises, meals, shows, VIP nightclub access, and more.

To play myVEGAS on Facebook, visit:

- https://apps.facebook.com/playmyvegas?kt_tu=partner&kt_st1=mv_pr

To download the mobile *myVEGAS Slots* 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

To download the *myVEGAS Blackjack* app, visit:

- (iOS) APP STORE –

  https://itunes.apple.com/app/821744424
- (Android) GOOGLE PLAY – https://play.google.com/store/apps/details?id=com.playstudios.myvegas.blackjack
- (Kindle) AMAZON Store – 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, **PLAY**STUDIOS free-to-play applications, *myVEGAS Slots* and *myVEGAS Blackjack*, combine the best elements of popular social games with established gambling mechanics. Players enjoy an ever-growing collection of game content and the opportunity to earn valuable, real-world rewards from leading hospitality, entertainment, and leisure brands. Currently, myVEGAS reward partners include MGM Resorts International, Wolfgang Puck, Cirque du Soleil, Royal Caribbean International, House of Blues, Sugar Factory, and the Las Vegas Monorail. For more information about **PLAY**STUDIOS, visit the company's website at www.myVEGAS.com.

About The Smith Center for the Performing Arts

The hallmark of downtown Las Vegas' 61-acre urban development known as Symphony Park, The Smith Center for the Performing Arts is a public-private partnership that opened in March 2012. Heralded as the city's Heart of the Arts®, The Smith Center is an architectural

triumph and long-awaited cultural achievement that educates and entertains the citizens of Southern Nevada. The $470 million world-class performing arts center offers a blend of performances by resident companies, first-run touring attractions, lectures and internationally-acclaimed performers in music, theater and dance. The five-acre campus features four performance spaces including the 2,050-seat Reynolds Hall, the 258-seat Cabaret Jazz club, the 250-seat Troesh Studio Theater and the 1.7-acre Donald W. Reynolds Symphony Park for outdoor concerts. Additionally, the campus is home to the Discovery Children's Museum that opened in March 2013. For more information about The Smith Center for the Performing Arts, please visit www.TheSmithCenter.com. Keep up with news and events on Facebook and follow The Smith Center on Twitter at @SmithCenterLV.

For **PLAY**STUDIOS
Glodow Nead Communications
Arlene Lim, Hilary Burns, Evan Nicholson, and Carly LoJacono, 415-394-6500
playstudiospr@glodownead.com

Source: PLAYSTUDIOS