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PLAYSTUDIOS Partners With Las Vegas Motor Speedway to Provide a New Entertainment Experience for myVEGAS Players

myVEGAS Players Can Redeem Loyalty Points for a Richard Petty Ultimate Driving Experience and Tickets to Events at the Las Vegas Motor Speedway

BURLINGAME, Calif.--(BUSINESS WIRE)-- **PLAY**STUDIOS, a premier game developer of free-to-play casual games for mobile and social platforms, announced a partnership with the Las Vegas Motor Speedway to provide new in-game rewards for myVEGAS players. For the first time, players will be able to redeem their loyalty points for a Richard Petty Ultimate Driving Experience and tickets to events at the Las Vegas Motor Speedway.

“We continue to expand our collection of valuable, real-world rewards that speak directly to our players’ lifestyles and leisure-time interests,” said Andrew Pascal, CEO of **PLAY**STUDIOS. “The Las Vegas Motor Speedway partnership highlights **PLAY**STUDIOS’ commitment to providing new and exciting experiences across a wide variety of entertainment categories.”

The new Las Vegas Motor Speedway offerings include the opportunity to ride shotgun in a 2-seat NASCAR race vehicle driven by one of the Richard Petty Ultimate Driving Experience professional driving instructors. Players can also redeem loyalty points for reserved seating tickets to the NASCAR Kobalt 400, as well as complimentary passes to the Neon Garage, which include unprecedented access to race teams and drivers, unique concession areas, live entertainment, and the Winner's Circle.

“Partnering with **PLAY**STUDIOS enables us to promote our brand through an entirely new channel - the increasingly popular mobile and social casino games genre,” said Chris

Powell, President and General Manager, Las Vegas Motor Speedway. "**PLAY**STUDIOS has been extremely successful in their marketing collaborations that engage players with real-world brands through rich storylines, captivating games, and the chance to earn great rewards. We look forward to our myVEGAS debut and are confident that the game's loyal audience will enjoy upcoming events and experiences at Las Vegas Motor Speedway**.**"

myVEGAS Slots and myVEGAS Blackjack are the top-ranking free-to-play casino apps for iOS, Android, and Kindle mobile devices. myVEGAS Slots is also available on Facebook. These games are the only social casino apps that gives 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 Smith Center for the Performing Arts. For more information about **PLAY**STUDIOS, visit the company's website at www.myVEGAS.com.

About Las Vegas Motor Speedway

Las Vegas Motor Speedway is a wholly-owned subsidiary of Speedway Motorsports, a leading marketer and promoter of motorsports entertainment in the United States. For more information, visit the Company's website at www.speedwaymotorsports.com.

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