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PLAYSTUDIOS Announces Mystère, Blue Man Group and Return of The Beatles LOVE to myVIP Rewards Store

playAWARDS will now offer points redemption for select Cirque du Soleil shows in multiple markets

LAS VEGAS--(BUSINESS WIRE)-- PLAYSTUDIOS, Inc. (NASDAQ: MYPS), the award-winning developer of the playAWARDS loyalty platform and publisher of free-to-play mobile games that offer real-world rewards to players, is thrilled to announce the addition of popular Cirque du Soleil Entertainment Group productions. The myVIP Rewards store will reintroduce one of its most popular experiences - *The Beatles* LOVE - as well as welcome two dazzling new rewards with *Mystère* and Blue Man Group, the latter of which will include shows in Las Vegas, Chicago and New York. The incredible demand for Cirque's incomparable live performances from PLAYSTUDIOS' 6 million monthly active users sparked an interest from both companies to create a new opportunity and expand the exciting options that can be redeemed in the myVIP Rewards Store.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20230725809651/en/

BLUE MAN GROUP COURTESY OF CIRQUE DU SOLEIL

"Having an opportunity to add three incredible Cirque du Soleil shows to the myVIP Rewards Store as we continually expand our program is a testament to the influence of our players who have become accustomed to high quality experiences," said Andrew Pascal, CEO of PLAYSTUDIOS. "Extending the markets where rewards are available for our players perfectly aligns with our ongoing strategy to bring playAWARDS opportunities to all of our loyal players."

The Beatles LOVE has been one of the most popular rewards in the myVIP Rewards Store since the launch of PLAYSTUDIOS loyalty platform, and after an almost year-long absence, tickets for the experience are available once again. The beloved show pays tribute to the legendary band's artistic achievements, using real and fictional characters to explore each featured song's themes. *Mystère* is an experience that pushes the boundaries of what dreams and artistry can achieve when fusing together high-energy acrobatics with evocative choreography. Having been seen by over 17 million fans, it set the stage for Cirque du Soleil's overwhelming success in Las Vegas, and on its 30th Anniversary this year, PLAYSTUDIOS is honored to offer it for the first time in the playAWARDS Rewards Store. The iconic performances that make up Blue Man Group have been showcased for over 50 million people of all ages, languages and cultures around the globe, and the experience is now available for playAWARDS members in New York, Chicago and Las Vegas. As three bald and blue men explore our world, using theater, musical performance, dance and props that harness immersions of sound and color to create a fantastical experience unlike any other, the audience is rewarded with surprises at every spectacular turn.

Players can redeem their Loyalty Points in the myVIP Rewards Store after earning points playing PLAYSTUDIOS' award-winning games, including the iconic Tetris®, MGM Slots Live, myVEGAS Blackjack, myVEGAS Bingo, and more, via iOS, Android, and on Facebook in your browser.

About PLAYSTUDIOS, Inc.

PLAYSTUDIOS (Nasdaq: MYPS) creator of the groundbreaking playAWARDS loyalty platform is a publisher and developer of award-winning mobile games, including the iconic Tetris® mobile app, Solitaire, Spider Solitaire, Sudoku, and its casino-style games such as Pop! Slots, myVEGAS Slots, myVEGAS Blackjack, myKONAMI Slots, myVEGAS Bingo, and MGM Slots Live. The playAWARDS loyalty platform enables players to earn real-world rewards from a global collection of iconic hospitality, entertainment, and leisure brands. playAWARDS partners include MGM Resorts International, Wolfgang Puck, Norwegian Cruise Line, Resorts World, IHG, Bowlero, Gray Line Tours, and Hippodrome Casino among others. Founded by a team of veteran gaming, hospitality, and technology entrepreneurs, PLAYSTUDIOS apps combine the best elements of popular casual games with compelling real-world benefits. To learn more about PLAYSTUDIOS, visit playstudios.com.

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