

## Cool New Vegas Perks for MGM Resorts International's M life Members Through Visa and Topgquest Capabilities

7/17/2012

M life Now Delivers Real-Time Las Vegas Offers and Turns Check-Ins, Tweets & Photo Sharing into VIP Status  
LAS VEGAS, July 17, 2012 /PRNewswire/ -- MGM Resorts International's (NYSE: MGM) premier loyalty program, **Mlife** ([www.mlife.com](http://www.mlife.com)), has announced two new relationships to help personalize the way it rewards members for the use of mobile technology and social networking. M life is working with Visa Inc., a leading global payments technology company, and Topgquest, a product of Switchfly, Inc. that enables loyalty programs to reward members for sharing on social networks.

By rewarding M life members with Tier Credits for social engagement and with timely, pertinent offers when using their enrolled Visa card, M life delivers even more reasons to sign up for free and start enjoying VIP access and experiences within the "Astonishing World of MGM Resorts International."

### **M life Mobile Offers with Visa**

With Visa's real-time messaging technology, M life Mobile Offers provide personalized offers from MGM Resorts' destinations in Las Vegas for Visa account holders who opt into the program. Visa account holders may visit [www.visa.com/mlife](http://www.visa.com/mlife) and enroll their eligible Visa account and mobile phone number. Once enrolled, members may receive offers to enhance their Las Vegas experience via SMS text to their mobile phones. For example, when members make a hotel reservation via online or phone for Excalibur using their enrolled Visa account, they may receive an SMS text with a special show ticket offer and link for advance purchase. While shopping in Las Vegas with their enrolled Visa card, members may receive offers relevant to their interests. Ticket purchases for Bellagio's exquisite "O" by Cirque du Soleil may trigger an offer for a pre-theatre dinner at the resort's renowned restaurant Le Cirque; a retail purchase at ARIA could result in an unbeatable deal on designer jeans at ARIA Men's, or rejuvenating at the spa may prompt an offer to use that new-found energy at a nightclub. M life Mobile Offers put the offers in hand.

M life Mobile Offers will launch later this year at Beau Rivage in Biloxi, Miss.; Gold Strike in Tunica, Miss.; and MGM Grand Detroit.

### **M life Social Rewards with Topguest**

Through a relationship with Topguest, a product of Switchfly, Inc., M life now rewards members for sharing their MGM Resorts' adventures via popular social networks. Members who link their social media accounts will receive 500 M life Tier Credits when they virtually check in with Facebook Places or Foursquare, post a location-tagged tweet to Twitter, or share an Instagram photo from participating MGM Resorts' venues on the Las Vegas Strip; in Biloxi, Miss.; Tunica, Miss.; or Detroit. Members can earn 500 Tier Credits per resort per day. In Las Vegas, they can earn up to 6,000 credits if they visit all 12 participating properties in a day, allowing members to advance more quickly to the next Tier Level, each level providing additional benefits. Note, a maximum of 7,500 Tier Credits per quarter, with a possible total of 30,000 each year, may be earned through social engagement.

"Through these strategic marketing relationships, we've enabled M life to identify and reward engaged members, whether they are at one of our resorts or interacting with us on their mobile phones and social networks," said Bill Hornbuckle, Chief Marketing Officer for MGM Resorts International. "These new relationships enhance members' travel experiences, recognize their loyalty and reward them for it."

Working with Visa and Topguest underscores M life's recently announced enhancement to reward members for enjoying its resorts, restaurants, shows, spas, nightclubs and more. No longer just for casino customers, M life now provides all guests with high roller treatment simply by joining.

Travelers ready to plan a trip should visit the redesigned [mlife.com](http://mlife.com) to create the ultimate vacation. The site allows for easy bundling of favorite experiences across MGM Resorts' 15 properties into a single itinerary, which then can be booked all at once, or any portion of it, with one click. Leveraging the growing trend of social sharing, mlife.com integrates a new functionality to create a shareable virtual itinerary with friends and family so they easily can book the same trip or provide suggestions for additional activities. For example, a maid-of-honor planning a "last fling before the ring" can build an epic Vegas trip and e-mail it to friends across the country. Attendees can simply "join" the trip to easily book the same itinerary. Those who join M life for free are able to take advantage of exclusive offers and experiences.

**For additional information and high-resolution images of M life, please click [here](#).**

### **M life Resources:**

- Register for M life: [www.mlife.com](http://www.mlife.com)

- Enroll Your Eligible Visa Card: [www.visa.com/mlife](http://www.visa.com/mlife)
- Register Your Social Media Accounts with Topguest: [www.topguest.com/mlife](http://www.topguest.com/mlife)
- Become a Fan on Facebook: [www.facebook.com/MlifeRewards](http://www.facebook.com/MlifeRewards)
- Follow Us on Twitter: [www.twitter.com/mlife](http://www.twitter.com/mlife)
- M life Mobile App: <http://mgmresorts.com/mobile/mlife.aspx>
- FAQs: <https://www.mlifecom.com/booking/faq>
- One-stop Location for All Available Resources: <http://multivu.com/46350-m-life>

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