

Hospitality Leaders MGM Resorts and sbe Join Forces to Launch Global Platform

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MGM Resorts and sbe Now Provide Guests Exclusive Access to a Wide Range of Hospitality and Lifestyle Experiences
LOS ANGELES, March 25, 2011 /PRNewswire/ -- [sbe](#), an industry-leading hospitality, real estate development and lifestyle company; and [MGM Resorts International](#), one of the world's leading hospitality companies, today announced a partnership that extends a global rewards platform to millions of guests, members and employees across each company's respective properties.

Through the partnership, sbe's Preferred Partners, Founders and VIPs as well as MGM Resorts' [M life members](#) now have exclusive access, benefits and privileges that span each company's portfolio of award-winning resort, hotel, casino, restaurant, spa and nightlife brands. M life is MGM Resorts' dynamic new loyalty program launched in January 2011. With a single account, M life members enjoy benefits, rewards and privileged insider access to incomparable accommodations, restaurants, nightlife, shopping, shows, gaming and spas within 15 MGM Resorts destinations nationwide. Combined, sbe and MGM Resorts reach millions of guests worldwide.

"As a global leader in hospitality, MGM Resorts is very pleased to offer its M life members and sbe's Preferred Partners expanded access to exclusive lifestyle experiences," said Bill Hornbuckle, CMO of MGM Resorts. "Together, we're redefining hospitality for a clientele that demands added benefits, privileges and customization. Partnering with sbe provides unprecedented access for millions of M life members to the 18, and ever growing, sbe assets within its award-winning Hospitality and Entertainment Collection."

Sam Nazarian, sbe Founder and CEO, added, "Partnering with MGM Resorts, led by Chairman and CEO Jim Murren and Chief Marketing Officer Bill Hornbuckle, is an absolute honor and a move that underscores sbe's commitment to innovating hospitality. Now, we're able to share the sbe approach with millions of individuals who demand heightened lifestyle and hospitality experiences."

The partnership marks the first time that two of the biggest brands in hospitality and entertainment have joined

forces to connect two significant markets in Los Angeles and Las Vegas that share a celebrated history.

Member, guest and employee benefits realized through the partnership include access to VIP and global concierge services, discounts across resort, hotel, restaurant, spa and nightlife venues, exclusive event access and partner promotions.

Additionally, the partnership will provide hospitality benefits for the thousands of sbe and MGM Resorts employees.

sbe and MGM Resorts recently began introducing the platform to their members and guests through a convenient registration program.

For more information, please visit the [M life website](#).

ABOUT MGM RESORTS INTERNATIONAL

MGM Resorts International (NYSE: MGM) is one of the world's leading global hospitality companies, operating a peerless portfolio of destination resort brands, including Bellagio, MGM Grand, Mandalay Bay and The Mirage. The Company has significant holdings in gaming, hospitality and entertainment, owns and operates 15 properties located in Nevada, Mississippi and Michigan, and has 50% investments in four other properties in Nevada, Illinois and Macau. One of those investments is CityCenter, an unprecedented urban resort destination on the Las Vegas Strip featuring its centerpiece ARIA Resort & Casino. Through its hospitality management subsidiary, the Company holds a growing number of development and management agreements for casino and non-casino resort projects around the world. MGM Resorts International supports responsible gaming and has implemented the American Gaming Association's Code of Conduct for Responsible Gaming at its gaming properties. The Company has been honored with numerous awards and recognitions for its industry-leading Diversity Initiative, its community philanthropy programs and the Company's commitment to sustainable development and operations. For more information about MGM Resorts International, visit the Company's Web site at www.mgmresorts.com.

ABOUT SBE

Founded in 2002, Los Angeles-based sbe brings exquisite balance to the worlds of hospitality, real estate development and events. As a privately held company founded and helmed by CEO Sam Nazarian, sbe acquires, develops and manages exceptional projects through its divisions – Hotels, Restaurants, Nightlife, Real Estate & Events. With a mission to redefine standards of excellence and innovation, sbe has harnessed the creativity and innovation of the best minds in the business, including design visionary Philippe Starck, with whom the company has an exclusive agreement for the creation of hotels, restaurants and lounges in the U.S., Canada, Caribbean and Mexico. sbe's Restaurant and Nightlife division constantly stays ahead of the curve, creating and expanding trend-

setting restaurant and nightlife concepts, which currently include 4 Katsuya locations (Hollywood, Brentwood, Downtown at LA LIVE, Glendale, Laguna Beach), XIV by Michael Mina, The Bazaar by Jose Andres, Cleo, Gladstones, MI-6, 3 Hyde Lounge locations (Hollywood, Staples Center, Mammoth Mountain), The Abbey Food & Bar, INDUSTRY and The Colony. As the cornerstone of its synergistic approach, sbe has also completely rethought and re-imagined the luxury hotel experience. sbe debuted its luxury hotel brand, SLS Hotels, with the Fall 2008 opening of SLS Hotel at Beverly Hills, a Starwood Luxury Collection Hotel which has won international acclaim and numerous awards. Most recently, sbe launched its second hotel brand, The Redbury, located in the heart of Hollywood. Also in the sbe Hotel collection are Miami's Ritz Plaza Hotel, Las Vegas' Sahara Hotel & Casino and Four Points by Sheraton LAX. More information about sbe can be obtained at www.sbe.com.

SOURCE MGM Resorts International

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