

## MGM MIRAGE Broadens Loyalty Programs with New Partnership

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LAS VEGAS

MGM MIRAGE (NYSE: MGM) has partnered with ESS Analysis, a Boston-based advanced analytics-focused consulting firm, and A.T. Kearney, a global management consulting firm, to take customer database "mining" capabilities to a new level and further enhance guest loyalty programs.

The two firms will align the vast technological resources of MGM MIRAGE -- including a database of more than 60 million customers -- with current business strategies to create innovative marketing solutions.

"We are very pleased to announce the latest evolution of our marketing program, which adds the strength of business analytics to our strategic plan," said Bill Hornbuckle, MGM MIRAGE Chief Marketing Officer. "This initiative increases our ability to cater to our guests' personalized needs with a one-to-one marketing outreach."

Advanced analytics utilizes state-of-the-art software to produce a single, cohesive view of information collected from multiple sources within an enterprise.

"This effort is focused on enhancing our cost-effectiveness behind the scenes, but more importantly streamlining our customer rewards program to deliver more value to our guests and to expose them fully to the depth of the offerings at the extensive portfolio of MGM MIRAGE properties," said Hornbuckle.

Advanced analytics is fast emerging as a popular method to make more efficient business decisions by combining customer insights with factors such as company culture, operational objectives and performance standards.

"This new initiative positions MGM MIRAGE to lead the industry in the design and development of innovative products and services to respond to the changing needs of its customers," said Ranjan Mishra, President and Founder of ESS Analysis. "MGM MIRAGE has tremendous assets -- both physical and intangible -- to build upon its customer loyalty program. We are very excited to be a part of this transformation."

"Advanced analytics is used by transformative industry leaders to drive step-change continuous innovation and improvement in customer retention and loyalty," said Khalid Khan, Analytics Director at A.T. Kearney. "Sophisticated analytic techniques transform reams of data stored in disparate databases into a vivid 360-degree view of how a customer responds to the onslaught of products and services before them. These detailed profiles provide predictive insights on customer preferences that can be leveraged to improve the overall customer experience through more targeted, cost-effective offers resulting in a true win-win."

ESS brings industry-leading analytical methodologies and techniques to support strategy and operational improvements. The firm's guiding principle is to provide tangible and objective consulting support to its clients.

A.T. Kearney is a global management consulting firm that uses strategic insight, tailored solutions and a collaborative working style to help companies achieve sustainable results. Since 1926, the firm has been trusted advisors on CEO-agenda issues to the world's leading corporations across all major industries. A.T. Kearney's offices are located in major business centers in 36 countries.

MGM MIRAGE (NYSE: MGM), one of the world's leading and most respected companies with significant holdings in gaming, hospitality and entertainment, owns and operates 16 properties located in Nevada, Mississippi and Michigan, and has 50% investments in four other properties in Nevada, New Jersey, Illinois and Macau. CityCenter, an unprecedented urban metropolis on the Las Vegas Strip which opened December 2009, is a joint venture between MGM MIRAGE and Infinity World Development Corp, a subsidiary of Dubai World. MGM MIRAGE Hospitality has entered into management agreements for future casino and non-casino resorts throughout the world. MGM MIRAGE supports responsible gaming and has implemented the American Gaming Association's Code of Conduct for Responsible Gaming at its properties. MGM MIRAGE has received numerous awards and recognitions for its industry-leading Diversity Initiative and its community philanthropy programs. For more information about MGM MIRAGE, please visit the Company's Web site at <http://www.mgmmirage.com/>.

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