

MGM Resorts Digital Marketing Tops the Competition at Annual Internet Marketing Awards Ceremony

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LAS VEGAS, Oct. 3, 2011 /PRNewswire/ -- MGM Resorts International (NYSE: MGM) recently "swept" the competition in an international contest sponsored by one of the world's fastest-growing Internet marketing groups.

[ClickToTweet](#): MGM Resorts Intl sweeps @IMA_Network Awards w/ 24 wins. Tops in Facebook, Twitter, YouTube & website categories among others.

The Internet Marketing Association (IMA) presented awards for digital marketing excellence to nearly every one of MGM Resorts' major Las Vegas Strip properties and to the Company's corporate staff. The awards ceremony was held Sept. 22 at Mandarin Oriental, Las Vegas.

"We had hundreds of submissions from all over the world, and MGM Resorts International and its respective properties scored the most awards," said Sinan Kanatsiz, Chairman and Founder of the IMA. "Their overall sophistication and industry best practices set the bar for innovation in Internet Marketing."

Examples of some of the digital marketing features submitted to the competition by MGM Resorts properties include:

-A joint digital marketing campaign for Mandalay Bay, Luxor, Excalibur and New York-New York called "The Neighborhood";

-Sweepstakes giveaways via social media that award followers tickets to celebrity-studded events at The Mirage;

- and an ARIA app that notifies poker players via text message when their live game seat becomes available.

IMA presented the following awards to MGM Resorts and its properties:

- Best mobile campaign: ARIA
- Best Youtube most views: ARIA
- Best mobile text-based promotion: ARIA
- Best Twitter page design: ARIA
- Best social media campaign program integration: ARIA
- Best email marketing monthly newsletter: Luxor
- Best Twitter/Most followers: Luxor
- Best microsite content: Luxor
- Best email marketing: Luxor
- Best Facebook: The Mirage
- Best Facebook fan outreach: The Mirage
- Best social media campaign community engagement: Bellagio
- Best website SEO: Bellagio
- Best website design: The Signature at MGM Grand
- Best Youtube promotional series: MGM Grand
- Best Youtube theme creativity: MGM Grand
- Best website video: MGM Grand Las Vegas & Monte Carlo
- Best Facebook site customization: Monte Carlo
- Best website navigation: Monte Carlo
- Best email marketing (SMS) triggered/autoresponder: Excalibur
- Best Facebook fan page elements: Mandalay Bay
- Best Facebook fan interaction/engagement: Circus Circus Las Vegas
- Best Youtube informational series: M life TV
- Best social media campaign promotion/outreach: MGM Resorts International

"These awards are testament not only to the quality and hard work of our Marketing staff, but moreso reflective of the entire Company's commitment to being a truly digital organization, and our being successful from all corners of the organization in the digital space," said Lou Ragg, Vice President of Internet Operations for MGM Resorts International.

Winners were selected by a panel of marketing experts based on industry best practices.

About the Internet Marketing Association

The Internet Marketing Association (IMA) is a professional organization that, since its inception in 2001, has accrued more than 410,000 members in various fields including sales, marketing, business ownership, programming and creative development. Sinan Kanatsiz, Chairman and Founder, started IMA with four key values as a foundation for success in today's highly competitive business environment: integrity, communication, professionalism and education.

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. In addition to its 51% interest in MGM China Holdings and the MGM Macau, 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 three other properties in Nevada and Illinois. One of those investments is CityCenter, an unprecedented urban resort destination on the Las Vegas Strip featuring its centerpiece ARIA Resort & Casino. Leveraging MGM Resorts' unmatched amenities, the M life loyalty program delivers one-of-a-kind experiences, insider privileges and personalized rewards for guests at the Company's renowned properties nationwide.

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.

Statements in this release which are not historical facts are "forward looking" statements and "safe harbor statements" Under the Private Securities Litigation Reform Act of 1995 that involve risks and/or uncertainties, including risks and/or uncertainties as described in the company's public filings with the Securities and Exchange Commission.

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