



NEWS RELEASE

## MGM Resorts International And Southwest Airlines Join Forces To Reward Loyal Las Vegas Travelers

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Alliance Connects Las Vegas' Most Prominent Air Carrier with Largest Selection of World-Class Resorts on Las Vegas Strip

DALLAS—June 3, 2013—Southwest Airlines (NYSE: LUV) and MGM Resorts International (NYSE: MGM) today launched a strategic marketing alliance between the companies' loyalty rewards programs, Rapid Rewards and M life. Members of both programs now can accrue Rapid Rewards Points toward free flights for qualifying stays at MGM Resorts' Las Vegas properties while enjoying VIP perks during their Vegas vacations.

As a special offering to kick off the alliance, members will receive double (1,200) Rapid Rewards Points for all valid reservations\* booked between May 31 and June 30, 2013, for future visits to MGM Resorts' participating Las Vegas properties.

Members must enroll in both programs to earn benefits, which include 600 Rapid Rewards Points when they stay at one of 12 premier MGM Resorts' properties across Las Vegas, including Bellagio, ARIA, MGM Grand, Mandalay Bay and The Mirage. They'll also enjoy special offers, such as room upgrades and pre-sale concert and fight tickets, access to exclusive M life Moments, and more. Unique to the program, members can accrue both M life Tier Credits and Rapid Rewards Points simultaneously.\*

"The sky now, quite literally, is the limit for M life members," said Bill Hornbuckle, President & Chief Marketing Officer for MGM Resorts International. "Teaming up with Southwest Airlines provides more experience options and

rewards for our members traveling to Las Vegas.”

“With Southwest Airlines being the largest carrier at McCarran International Airport, it’s clear how much our Rapid Rewards Members enjoy visiting Las Vegas,” said Jonathan Clarkson, Director of Rapid Rewards at Southwest Airlines. “We’re excited that this partnership with MGM Resorts International will now allow Rapid Rewards Members the ability to earn points for stays in nearly half of the rooms on the Las Vegas Strip!”

Individuals must be 21 years of age or older and a member of both rewards programs to earn benefits. For further details, please visit [mlife.com](http://mlife.com)’s Preferred Partners Page. Visit [mlife.com](http://mlife.com) or any MGM Resorts’ property to enroll in M life; sign up for Rapid Rewards at [southwest.com](http://southwest.com).

Southwest’s Rapid Rewards Program, with unlimited reward seats, no blackout dates, and points that don’t expire\*\*, makes it fast and easy for Members to earn reward flights! That’s why Rapid Rewards was recently ranked as having the best reward seat availability of any U.S. carrier\*\*\* for the fourth year in a row.

\*Room reservations made through [mlife.com](http://mlife.com), MGM Resorts’ property websites or call centers will earn both M life Tier Credits and Rapid Rewards Points simultaneously. Room reservations made through [southwest.com](http://southwest.com), Southwest Jackpot, and Southwest Vacations will receive Rapid Rewards Points for their hotel stay and can earn M life Tier Credits through their Las Vegas spend at participating MGM Resorts’ restaurants, spas, shows and more. To earn Rapid Rewards Points, a member must present both their Southwest and M life loyalty cards upon check-in or check-out at one of the participating MGM Resorts’ properties: Bellagio, ARIA, Vdara, MGM Grand, The Signature at MGM Grand, Mandalay Bay, THEhotel at Mandalay Bay, The Mirage, Monte Carlo, New York-New York, Luxor and Excalibur. All new and existing reservations with stays beginning today, May 31, 2013 or after are eligible for Rapid Rewards Points. Southwest’s Rapid Rewards Members enjoy unlimited reward seats, no blackout dates, and points that don’t expire, as long as member has flight or partner earning activity every 24 months.

\*\* Applies to point transactions. Points don’t expire as long as Member has flight or Partner earning activity every 24

months.

\*\*\*As reported in the 2013 Idea Works Company's Worldwide Report of Rewards Availability.

## **ABOUT MGM RESORTS INTERNATIONAL**

MGM Resorts International (NYSE: MGM) is one of the world's leading global hospitality companies, operating a portfolio of destination resort brands including Bellagio, MGM Grand, Mandalay Bay and The Mirage. The Company also owns 51% of MGM China Holdings Limited, which owns the MGM Macau resort and casino and is in the process of developing a gaming resort in Cotai, and 50% of CityCenter in Las Vegas, which features ARIA resort and casino. For more information about MGM Resorts International, visit the Company's website at [www.mgmresorts.com](http://www.mgmresorts.com).

## **M life**

M life is MGM Resorts International's premier rewards program. Members earn benefits for virtually every dollar spent at 15 MGM Resorts world-renowned destinations including Bellagio, ARIA, Vdara, MGM Grand, The Signature at MGM Grand, Mandalay Bay, THEhotel at Mandalay Bay, The Mirage, Monte Carlo, New York-New York, Luxor, and Excalibur in Las Vegas; Beau Rivage and Gold Strike in Mississippi and MGM Grand Detroit. With just one card, M life members have access to experiential rewards, personalized offers and exclusive benefits such as special room rates, pre-sale entertainment and flight tickets, priority reservations, and invitations to members-only events. Preferred relationships, such as Southwest Airlines Co., Royal Caribbean International and Avis Budget Group, provide members additional value, access and offers throughout the world. For more information, visit [mlife.com](http://mlife.com) or connect on Facebook or Twitter.

## **ABOUT SOUTHWEST AIRLINES CO.**

In its 42nd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to

serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2011 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](http://southwest.com/citizenship).

## **Southwest Airlines**

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel quantified by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. On every flight, Southwest offers Customers the first two pieces of checked luggage (weight and size limitations apply) and all ticket changes without additional fees. Southwest's all Boeing fleet consistently offers leather seating and the comfort of full-size cabins, many of which are equipped with satellite-based WiFi connectivity and a new, sustainable cabin interior. With 40 consecutive years of profitability, the People of Southwest operate nearly 3,400 flights a day and serve communities around 84 airports in Southwest's network of domestic destinations. Southwest Airlines' frequent flights and low fares are available only at [southwest.com](http://southwest.com). Southwest's Rapid Rewards Program, with unlimited reward seats, no blackout dates, and points that don't expire\*, makes it fast and easy for Members to earn reward flights! That's why Rapid Rewards was recently ranked as having the best reward seat availability of any U.S. carrier\*\* for the fourth year in a row.

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## **AirTran Airways**

AirTran Airways, a wholly-owned subsidiary of Southwest Airlines Co., offers coast-to-coast and near-international service with close to 600 flights a day to 49 destinations. The carrier's high-quality product includes assigned seating and Business Class. As Southwest continues to integrate AirTran's People, places, and planes into Southwest Airlines, Customers of both carriers may book flights at [airtran.com](http://airtran.com) and exchange earned loyalty points between both AirTran's A+ Rewards® and Southwest's Rapid Rewards® for reward travel on either airline.

SOURCE: Southwest Airlines

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