

MGM Resorts International and Ameristar Casinos Create Strategic Marketing Relationship to Expand Member Benefits

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LAS VEGAS, Feb. 15, 2012 /PRNewswire/ -- [MGM Resorts International](#) (NYSE: MGM) and [Ameristar Casinos, Inc.](#) (NASDAQ-GS: ASCA) today announced a strategic marketing relationship for the companies' rewards programs – MGM Resorts' [M life](#) and Ameristar's [Star Awards/Plateau Players Club](#). Beginning in mid-March, the strategic agreement allows targeted MGM Resorts' M life members to receive offers and benefits at Ameristar casinos and Ameristar's Star Awards/Plateau Players Club members to receive offers and benefits at MGM Resorts' properties in Las Vegas.

The relationship capitalizes on MGM Resorts' world-renowned destinations in Las Vegas and Ameristar's premier casino-hotels in regional markets in Colorado, Indiana, Iowa, Mississippi, Missouri and Northern Nevada. This creates opportunities for M life and Star Awards/Plateau Players Club members, allowing both companies to strengthen customer loyalty by providing more access and rewards.

"With our Ameristar alliance, our members can enjoy the high level of experience they have at MGM Resorts' properties in more destinations across the U.S.," said Jim Murren, Chief Executive Officer for MGM Resorts International. "This also provides Ameristar's Star Awards/Plateau Players Club members exclusive experiences and offers at our Las Vegas properties that they wouldn't have access to otherwise. This relationship is part of an aggressive expansion plan for M life with synergistic brands worldwide that create even greater value for our members."

Gordy Kanofsky, Ameristar's Chief Executive Officer, said, "We believe our Star Awards/Plateau Players Club members will be thrilled with this relationship and the opportunity to receive offers in Las Vegas. MGM Resorts has an impressive portfolio of Las Vegas casino resorts that will offer Las Vegas trip experiences attractive to each and every Star Awards membership segment. We believe the benefit of a Las Vegas trip to MGM Resorts' hotels and casinos as part of the Star Awards program will enhance player loyalty to Ameristar properties and the Ameristar brand nationwide."

Member Benefits:

- Star Awards/Plateau Players Club members will receive personalized ongoing offers, which may include complimentary or discounted hotel rooms and casino FREEPLAY® at MGM Resorts' properties, and will receive Star Awards/Plateau Players Club tier credits for their M life play while in Las Vegas.
- Targeted M life members will receive a special introductory offer to Ameristar Casinos, which may include complimentary or discounted hotel rooms, Bonus Play, dining and other offers.
- M life Pearl members and above and Star Awards/Plateau Players Club Premier members and above will receive upgraded Tier status and associated benefits.

For guests seeking more information, visit mlife.com or ameristar.com, or connect with MGM Resorts at facebook.com/MlifeRewards or twitter.com/MlifeVegas; and Ameristar at facebook.com/AmeristarCasino or twitter.com/Ameristar.

MGM RESORTS INTERNATIONAL FORWARD-LOOKING INFORMATION

Statements in this release that are not historical facts are "forward-looking" statements and "safe harbor statements" within the meaning of Section 21E of the U.S. Securities Exchange Act of 1934, as amended, and other related laws that involve risks and/or uncertainties, including risks and/or uncertainties as described in the our public filings with the Securities and Exchange Commission. We have based those forward-looking statements on management's current expectations and assumptions and not on historical facts. Examples of these statements include, but are not limited to, statements regarding the strategic marketing relationship involving MGM Resorts' M life and Ameristar's Star Awards/Plateau Players Club. These forward-looking statements involve a number of risks and uncertainties. Among the important factors that could cause actual results to differ materially from those indicated in such forward-looking statements include the possibility that expectations with respect to the strategic marketing relationship may not be met. In providing forward-looking statements, we are not undertaking any duty or obligation to update these statements publicly as a result of new information, future events or otherwise except as required by law.

AMERISTAR FORWARD-LOOKING INFORMATION

This release contains certain forward-looking information that generally can be identified by the context of the statement or the use of forward-looking terminology, such as "believes," "estimates," "anticipates," "intends," "expects," "plans," "is confident that," "should" or words of similar meaning, with reference to Ameristar or our management. Similarly, statements that describe our future plans, objectives, strategies, financial results or position, operational expectations or goals are forward-looking statements. It is possible that our expectations may

not be met due to various factors, many of which are beyond our control, and we therefore cannot give any assurance that such expectations will prove to be correct. For a discussion of relevant factors, risks and uncertainties that could materially affect our future results, attention is directed to "Item 1A. Risk Factors" and "Item 7. Management's Discussion and Analysis of Financial Condition and Results of Operations" in our Annual Report on Form 10-K for the year ended December 31, 2010, "Item 1A. Risk Factors" in our Quarterly Report on Form 10-Q for the quarter ended June 30, 2011 and "Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations" in our Quarterly Report on Form 10-Q for the quarter ended September 30, 2011.

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 Limited, which owns the MGM Macau resort and casino, 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 rewards program delivers exclusive access, one-of-a-kind experiences, insider privileges, personalized rewards and partnership offers for both gaming and non-gaming members at the Company's renowned resorts 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 website at www.mgmresorts.com.

ABOUT AMERISTAR CASINOS

Ameristar Casinos is an innovative casino gaming company featuring the newest and most popular slot machines. Our 7,500 dedicated team members pride themselves on delivering consistently friendly and appreciative service to our guests. We continuously strive to increase the loyalty of our guests through the quality of our slot machines, table games, hotel, dining and other leisure offerings. Our eight casino hotel properties primarily serve guests from Colorado, Idaho, Illinois, Indiana, Iowa, Kansas, Louisiana, Mississippi, Missouri, Nebraska and Nevada. We have been a public company since 1993, and our stock is traded on the Nasdaq Global Select Market. We generate more than \$1 billion in net revenues annually. Visit Ameristar Casinos' website at www.ameristar.com.

SOURCE MGM Resorts International

For further information: Natalie Mounier of Kirvin Doak Communications, +1-702-737-3100, nmounier@kirvindoak.com, for MGM Resorts International; or Sandy Zanella of MGM Resorts International, +1-702-604-4124, zanellas@mgmresorts.com; or Roxann M. Kinkade of Ameristar Casinos, +1-816-414-7007, roxann.kinkade@ameristar.com