

# MGM Resorts International and Royal Caribbean's New Relationship Delivers Greater Benefits, Access and Value to Loyalty Program Members

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M life and Crown & Anchor Society Members Enjoy Recognition and Perks on Land & Sea

MIAMI and LAS VEGAS, Oct. 30, 2012 /PRNewswire/ -- [Royal Caribbean International](#) (NYSE/OSX: RCL) and [MGM Resorts International](#) (NYSE: MGM) today announced a strategic relationship that will deliver extraordinary benefits to members of the hospitality companies' loyalty programs – [Crown & Anchor Society](#) and [M life](#). The new relationship allows both companies to strengthen customer loyalty by providing more access and rewards at MGM Resorts' world-renowned destinations in Las Vegas, Detroit and Mississippi and on Royal Caribbean's fleet of the world's most innovative cruise ships that sail to exciting destinations worldwide.

"Royal Caribbean International is the cruise industry's premier organization, renowned for its superior service and amenities," said Bill Hornbuckle, Chief Marketing Officer for MGM Resorts International. "Partnering with their team was a natural fit for us as we strive to introduce our M life members to exceptional lifestyle experiences not only when they are visiting our destinations but any time they are thinking about travel."

[Lisa Bauer, executive vice president of Global Sales and Marketing for Royal Caribbean International](#), said, "Whether on land or at sea, Crown & Anchor Society and M life members will enjoy unprecedented recognition for their dedication to our brands. We are delighted to be an M life preferred partner and welcome M life members aboard to experience our world-renowned Gold Anchor Service, innovative cruise ships, unexpected onboard amenities, and unforgettable itineraries to exciting destinations."

Beginning in January 2013, members of both programs will receive exciting offers and benefits. All M life members will receive offers with a range of benefits when sailing with Royal Caribbean, the cruise line known for introducing at-sea 'firsts,' such as onboard zip lines, ice-skating rinks, high-dive AquaTheaters, FlowRider surf simulators, rock-climbing walls, and parks, each with more than 12,000 live trees and plants. As members advance to the next M life

Tier Level, their cruise offers and benefits will grow. International and domestic cruises will be awarded during special MGM Resorts' promotions and slot tournaments. Crown & Anchor Society members will receive M life offers and benefits, which include pre-sale access to tickets for A-list concerts and championship boxing matches, priority reservations, priority hotel check-in, room upgrades, VIP services and more, based on Tier Level.

For more information, visit [mlife.com](http://mlife.com) or [www.RoyalCaribbean.com/CrownandAnchor](http://www.RoyalCaribbean.com/CrownandAnchor), or connect with M life at [facebook.com/MlifeRewards](https://facebook.com/MlifeRewards); and Crown and Anchor Society at [facebook.com/RoyalCaribbeanCAS](https://facebook.com/RoyalCaribbeanCAS).

### **About MGM Resorts International and M life**

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. For more information about MGM Resorts International, visit the Company's website at [www.mgmresorts.com](http://www.mgmresorts.com).

M life, MGM Resorts International's premier lifestyle rewards program, has expanded beyond a players club and is available to all guests, giving them the power as members to earn benefits for virtually every dollar spent at any of the 15 MGM Resorts world-renowned destinations in Las Vegas, Mississippi and Detroit. With preferred access, exclusive benefits, experiential rewards and personalized offers, M life leverages a collection of amenities no other resort group can provide. The 15 participating MGM Resorts destinations are [ARIA](#), [Bellagio](#), [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](#). M life's key features include **Tier Levels** (Sapphire, Pearl, Gold, Platinum and NOIR); **Tier Benefits** such as special hotel offers, pre-sale access to entertainment tickets, members-only events, priority reservations, and upgrades; and **M life Moments**, unique experiences with unprecedented access only available to M life members. M life offers other dynamic features such as **mlife.com** – a personalized website to track rewards, benefits and offers; plan and book itineraries across MGM Resorts' portfolio of brands that can be shared with friends and family through social media networks; and **preferred partnerships**, such as Royal Caribbean International, Ameristar Casinos, Inc., the preeminent hospitality and lifestyle company – sbe, Avis Budget Group and Dover Downs Gaming & Entertainment, to provide members additional value, access and offers throughout the world. With just one card, M life members have access to all M life resorts, making it easy to stay, play and enjoy the M life. For more information, visit [mlife.com](http://mlife.com) or connect on [Facebook](#) or [Twitter](#).

### **About Royal Caribbean International**

Royal Caribbean International is a global cruise brand with 22 innovative ships, calling on more than 270 destinations in 72 countries across six continents. The line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, and Australia and New Zealand.

Royal Caribbean provides a world-class vacation experience with a wide range of signature onboard amenities, entertainment, and award-winning family programming. The cruise line has a 40-year history of giving guests the Royal Advantage – the most innovative cruise ships, exciting itineraries to popular destinations, and world-renowned friendly and engaging Gold Anchor Service. Royal Caribbean has been voted "Best Cruise Line Overall" for nine consecutive years in the Travel Weekly Readers' Choice Awards. For additional information or to make reservations, call your travel agent, visit [www.RoyalCaribbean.com](http://www.RoyalCaribbean.com) or call (800) ROYAL-CARIBBEAN. Follow Royal Caribbean on Facebook at [www.facebook.com/RoyalCaribbean](https://www.facebook.com/RoyalCaribbean) or on Twitter, @RoyalCaribbean. Travel professionals should visit [www.cruisingpower.com](http://www.cruisingpower.com) or call (800) 327-2056. Media can find information at [www.royalcaribbeanpresscenter.com](http://www.royalcaribbeanpresscenter.com).

Royal Caribbean Cruises Ltd. (NYSE/OSX: RCL) is a global cruise vacation company that owns Royal Caribbean International, Celebrity Cruises, Pullmantur, Azamara Club Cruises and CDF Croisieres de France, as well as TUI Cruises through a 50 percent joint venture. Together, these six brands operate a combined total of 41 ships with three under construction.

Statements in this release that are not historical facts are "forward-looking" statements and "safe harbor statements" under the Private Securities Litigation Reform Act of 1995 and involve risks and/or uncertainties, including risks and/or uncertainties as described in the company's public filings with the Securities and Exchange Commission, which could cause actual results to differ materially from such statements.

SOURCE MGM Resorts International; Royal Caribbean

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