

MGM Resorts' M life Members Now Earn Rewards for Enjoying Restaurants, Shows and More

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Visit new mlife.com to create dream vacation across 15 MGM Resorts International properties; book it with one click and share with friends

LAS VEGAS, Feb. 16, 2012 /PRNewswire/ -- [MGM Resorts International's](http://www.mgmresorts.com) (NYSE: MGM) [M life](http://mlife.com) has expanded beyond a players club and is available to all guests, transforming everyday travelers into high rollers. Members now are rewarded for virtually every dollar spent at 15 [world-renowned destinations](#) in Las Vegas and across the U.S. The new mlife.com bundles experiences from across the "Astonishing World of MGM Resorts International" into one itinerary. Dream vacations instantly can be shared with friends and family via popular social media networks.

Upon logging in to mlife.com, members will find personalized offers tailored to them. Members have the convenience of bundling endless experiences across MGM Resorts' properties – booking a newly remodeled room at MGM Grand, reserving dinner at Bellagio's Picasso, purchasing tickets for The Beatles™ Love™ by Cirque du Soleil® at The Mirage – with just the click of a button; then boosting their social clout using the site's built-in functionality to share their epic vacation plans via e-mail, Twitter, Facebook and more. Friends and family can book any part of the trip themselves or collaborate on a wish list of experiences for a group getaway. The premier rewards program also offers exclusive, members-only adventures and personalized offers.

Learn More about M life: <http://multivu.com/46350-m-life>

"M life now rewards all of our members, providing a significant competitive advantage for our company that will lead to more spend captured at MGM Resorts' properties and stronger financial performance for the company overall," said Bill Hornbuckle, the Company's Chief Marketing Officer. "With the newly redesigned mlife.com, which we believe is the industry's best, we've completely changed the consumer booking experience and now fully leverage our collection of resorts."

Drawing from MGM Resorts' unmatched portfolio of amenities, M life also features nearly 100 new M life Moments,

ranging from a private dinner on New York-New York's Brooklyn Bridge to fantasy batting practice at Detroit's Comerica Park with a former Tigers' pitcher.

By invitation only during initial launch, M life's NOIR Tier Level now is accessible to all members with a minimum of one million Tier Credits, giving the company's best customers the opportunity to achieve the top level and earn even greater benefits.

M life members enjoy benefits and unprecedented access at 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.

What's New:

- **More Benefits** – M life members, including non-casino customers, are now rewarded for virtually every dollar spent on hotel stays, restaurants, entertainment, attractions, spas, casinos and more at MGM Resorts' 15 participating resorts, earning Tier Credits and additional rewards with each Tier Level.
- **mlife.com** – The redesigned mlife.com revolutionizes trip planning by allowing members and guests to the site to browse, discover and tag their favorite amenities within MGM Resorts International's portfolio of brands and easily bundle them into one itinerary. Selecting from restaurants helmed by celebrity chefs, award-winning resorts, internationally acclaimed shows and more, it's easy to create a dream virtual itinerary. Leveraging the growing trend of social sharing, mlife.com integrates a new functionality to create a shareable virtual itinerary, allowing friends and family to easily book the same trip, or any portion of it.
- **M life Moments** – M life Moments are exclusive to MGM Resorts and only can be enjoyed by M life members. As members reach new Tier Levels, they unlock access to Moments that provide once-in-a-lifetime experiences at their favorite resorts.
- **NOIR Tier Level** – With the public reveal of the exclusive NOIR Tier Level, members now have the opportunity to aspire to the top and earn even greater benefits.

Key M life Elements:

- **Tier Levels** – M life has five member tiers – Sapphire, Pearl, Gold, Platinum and the new, premium NOIR. New members can sign up for free and start at the Sapphire tier with immediate benefits for hotel stays, entertainment and more. As they earn their way to higher tiers, they will enjoy additional benefits.
- **Tier Benefits** – Members enjoy special hotel offers, pre-sale access to concert and fight tickets, priority reservations and priority hotel check-in, room upgrades, VIP services and more, based on Tier Level. As members graduate to the next level, they earn additional benefits.
- **Preferred Partnerships** – By establishing preferred partnerships with premier companies such as Ameristar

Casinos, Inc., sbe, Avis Budget Group and Dover Downs Gaming & Entertainment, M life provides members additional value, access and offers with brands throughout the country; soon these alliances will include M life Moments that capitalize on these partners' unique assets.

M life Resources:

- Register for M life: www.mlife.com
- Become a Fan on Facebook: <http://www.facebook.com/MlifeRewards>
- Twitter: <http://twitter.com/MlifeVegas>
- M life Mobile App <http://mgmresorts.com/mobile/mlife.aspx>
- FAQs: <https://www.mlife.com/non-overview/faq.aspx>
- M life Moments: <https://www.mlife.com/non-moments/>
- One-stop location to all available resources: <http://multivu.com/46350-m-life>

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For further information: CONTACT: Natalie Mounier, Kirvin Doak Communications, +1-702-737-3100, nmounier@kirvindoak.com, Sandy Zanella, MGM Resorts International, +1-702-604-4124, zanellas@mgmresorts.com