Major League Baseball And MGM Resorts International Form Wide-Ranging New Partnership In U.S. And Japan

11/27/2018

MGM Resorts International Becomes MLB's First-Ever Official Gaming Partner
NEW YORK, Nov. 27, 2018 /PRNewswire/ -- Major League Baseball (MLB) and MGM Resorts International (NYSE: MGM) today announced the formation of an all-inclusive partnership agreement that combines the MLB brand with MGM Resorts and playMGM brands across league and team sponsorships, data usage in gaming, promotion across MLB-owned media platforms, and domestic and international activations at MLB events.

The new multi-year agreement designates MGM Resorts as the first-ever "Official Gaming Partner of MLB" and "Official Entertainment Partner of MLB."

As an official sponsor of Major League Baseball, MGM Resorts will domestically promote its brand and gaming options across MLB's digital and broadcast platforms, including MLB Network, MLB.com, the MLB At Bat app and additional fan engagement offerings to be jointly developed.

MGM Resorts will be identified as an MLB-Approved Gaming Operator and utilize MLB's official statistics feed, on a non-exclusive basis, throughout its digital and live domestic sports gaming options. MLB will also make enhanced statistics available to MGM on an exclusive basis. In addition, MGM Resorts and MLB will work together on comprehensive responsible gaming measures and work to protect the integrity of the game both on and off the field.

"We are pleased to partner with MGM Resorts International, a clear industry leader in the sports gaming area, to work together on bringing innovative experiences to baseball fans and MGM customers," said Baseball Commissioner Robert D. Manfred, Jr. "Our partnership with MGM will help us navigate this evolving space responsibly, and we look forward to the fan engagement opportunities ahead."

"We are excited to enter into this historic partnership with MLB. We are thrilled to create a new one-of-a-kind fan
experience for baseball fans," said MGM Resorts Chairman and CEO Jim Murren. "Combining MGM Resorts' world class entertainment and technology with MLB data will continue to transform a rapidly changing industry. This partnership further amplifies the significance of our GVC JV, firmly establishing MGM Resorts and playMGM as the market leader in partnerships with major professional sports leagues."

MLB intellectual property will appear in MGM advertising and promotional campaigns. MGM also will broaden its commitment to baseball by securing multiple MLB Club partnerships. MGM will have a presence at MLB Jewel Events, including the All-Star Game and World Series.

In Japan, MGM Resorts will be an official partner at grassroots baseball events like the MLB Road Show. An interactive fan experience that celebrates Major League Baseball, MLB Road Show tours throughout Japan giving fans an opportunity to participate in baseball activities including batting and pitching cages, baserunning stations, virtual reality, and a baseball museum.

About Major League Baseball

Major League Baseball (MLB) is the most historic professional sports league in the United States and consists of 30 member clubs in the U.S. and Canada, representing the highest level of professional baseball. Major League Baseball is the best-attended sport in North America, and since 2004, MLB has enjoyed its best-attended seasons in the history of the game. Led by Commissioner Robert D. Manfred, Jr., MLB currently features record levels of labor peace, competitive balance and industry revenues, as well as the most comprehensive drug-testing program in American professional sports. MLB remains committed to making an impact in the communities of the U.S., Canada and throughout the world, perpetuating the sport's larger role in society and permeating every facet of baseball's business, marketing and community relations endeavors. With the continued success of MLB Network and MLB digital platforms, MLB continues to find innovative ways for its fans to enjoy America's National Pastime and a truly global game. For more information on Major League Baseball, visit www.MLB.com

About MGM Resorts International

MGM Resorts International (NYSE: MGM) is an S&P 500® global entertainment company with national and international locations featuring best-in-class hotels and casinos, state-of-the-art meetings and conference spaces, incredible live and theatrical entertainment experiences, and an extensive array of restaurant, nightlife and retail offerings. MGM Resorts creates immersive, iconic experiences through its suite of Las Vegas-inspired brands. The MGM Resorts portfolio encompasses 28 unique hotel offerings including some of the most recognizable resort brands in the industry. Expanding throughout the U.S. and around the world, the company in 2018 opened MGM Springfield in Massachusetts, MGM COTAI in Macau, and the first Bellagio-branded hotel in Shanghai. The 81,000 global employees of MGM Resorts are proud of their company for being recognized as one of FORTUNE® Magazine's World's Most Admired Companies®. For more information visit us at

Statements in this release that are not historical facts are "forward-looking" statements and "safe harbor statements" within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and/or uncertainties, including those described in MGM Resorts' public filings with the SEC. MGM Resorts has based 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 expected benefits to be achieved as a result of the partnership. Among the important factors that could cause actual results to differ materially from those indicated in such forward-looking statements include effects of economic conditions and market conditions in the markets in which MGM Resorts operates and competition with other destination travel locations throughout the United States and the world, the design, timing and costs of expansion projects, risks relating to international operations, permits, licenses, financings, approvals and other contingencies in connection with growth in new or existing jurisdictions and additional risks and uncertainties described in MGM Resorts' Form 10-K, Form 10-Q and Form 8-K reports (including all amendments to those reports). In providing forward-looking statements, MGM Resorts is 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. If MGM Resorts updates one or more forward-looking statements, no inference should be drawn that it will make additional updates with respect to those other forward-looking statements.


SOURCE MGM Resorts International