

New York–New York Hotel & Casino Brings Tom's Urban And Shake Shack To Dynamic Pedestrian Plaza

4/9/2014

Restaurants will Deliver Eclectic Eats, Craft Cocktails, Cool Brews and Great People Watching with Strip–Side Patio Experience

LAS VEGAS, April 9, 2014 /PRNewswire/ -- New York–New York Hotel & Casino is turning up the flavor on its dynamic new plaza experience with the addition of fan-favorite restaurants Tom's Urban and Shake Shack, opening December 2014.

The restaurants will take the space currently occupied by The Sporting House (closing June 3), and join recently opened retail outlets Swatch, Stupidiotic, I Love NYNY and Starbucks, as well as Hershey's Chocolate World, which is opening this spring. The plaza is anchored by the property's famed Brooklyn Bridge.

"There has never been a more exciting time at New York–New York," said Cynthia Kiser Murphey, the hotel's president and COO. "With the opening of our new plaza, we have created an engaging pedestrian environment with the striking backdrop of the New York–New York skyline and know that Tom's Urban and Shake Shack will bring the fun experience and fantastic flavors our guests love."

Boasting patios overlooking both MGM Resorts International's upcoming park and entertainment district as well as New York–New York's iconic Brooklyn Bridge, Shake Shack will introduce its highly anticipated first West Coast Location.

TOM'S URBAN

Let's start by introducing the mastermind behind the concept. Tom Ryan. Recognized by Gourmet Magazine as one of the "Top 25 Food Entrepreneurs of the Last Quarter Century," Tom Ryan is the namesake of Tom's Urban.

He founded the concept with restaurant financier Rick Schaden in 2012. The two spent a lot of time together traveling to the best "food cities" around to understand the uniqueness of urban cultures, food and lifestyle in

America.

Tom's Urban will deliver an energetic experience with a fun and modern menu featuring offerings that range from Butter Poached Lobster + Shrimp Tacos to Xiangxiang Crispy Duck Wings to Tailgater Bratwurst Breakfast sliders – Tom's Urban has you covered 24 hours a day. The restaurant also will feature an extensive selection of craft cocktails and cold beer, perfect to be enjoyed on its lively indoor-outdoor patio.

Tom's Urban has its roots in Denver where it became a must-visit destination after opening in 2012. A second outpost opened earlier this year at L.A. LIVE in Southern California. Tom's is the first, next, last place to meet, eat and drink.

SHAKE SHACK

Shake Shack® is a modern day "roadside" burger stand known for its all-natural burgers, flat-top dogs, frozen custard, beer, wine and more. With its fresh, simple, high-quality food at a great value, Shake Shack is a fun and lively community gathering place with widespread appeal. From its ingredients and hiring practices to its environmental responsibility, design and community investment, Shake Shack's mission is to continually Stand for Something Good®.

Shake Shack is part of Danny Meyer's Union Square Hospitality Group (USHG), which includes many of New York City's most celebrated restaurants: Union Square Cafe, Gramercy Tavern, The Modern, among others. Since the original Shake Shack opened in 2004 in NYC's Madison Square Park, it now has multiple locations in New York, New Jersey, Washington, DC, Connecticut, Pennsylvania, Florida, Massachusetts, and international locations including London, Istanbul, Dubai, Moscow, and more.

For additional information, visit NewYorkNewYork.com. For high-res images, visit the [New York-New York newsroom](#).

About New York-New York

Inspired by the famous energy and landmarks of New York City, New York-New York Hotel & Casino offers all the excitement of the resort's namesake, from the provocative and sensuous Cirque du Soleil production Zumanity and the thrilling Roller Coaster to tantalizing restaurants including Gallagher's Steakhouse and Nine Fine Irishmen, an authentic pub offering the best of Irish drink, food and music. New York-New York is a wholly owned subsidiary of MGM Resorts International (NYSE: MGM).

Logo - <http://photos.prnewswire.com/prnh/20140409/LA01402>

SOURCE New York-New York Hotel & Casino

For further information: Natalie Mounier/Rachel Feinberg, Kirvin Doak Communications, nmounier@kirvindoak.com / rfeinberg@kirvindoak.com, @NatMoonLV / @RachFeinberg, 702-737-3100