

Video: SKYLOFTS at MGM Grand and Porsche Announce Ultimate Las Vegas Travel Experience for Discerning Adventurers

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Inspired Escapes Butler Delivers Maximum Performance and Luxury

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LAS VEGAS

Elevating personal service and customized experiences to new heights, SKYLOFTS at MGM Grand is teaming with Porsche Cars North America to inject the unique and indulgent Porsche driving experience into the resort's already extensive array of "Maximum Vegas" possibilities. The SKYLOFTS' Inspired Escapes are distinctive packages designed especially for the adventurous, yet luxury-minded traveler. Guests on an Inspired Escape will enjoy AAA Five Diamond award-winning accommodations combined with the high-performance power of a Porsche sports car or 2008 Cayenne SUV -- complete with an Inspired Escapes Butler to plan every drive. Reservations for this exhilarating new package begin today for bookings starting May 1, 2007.

To view the Multimedia News Release, go to: <http://www.prnewswire.com/mnr/mgm/27145/>

"SKYLOFTS' guests expect the best in world-class travel amenities," said Anton Nikodemus, MGM Grand Senior Vice President of Hotel Operations. "With our new Inspired Escapes program, we will offer an unparalleled experience in opulence, adventure and high-performance."

SKYLOFTS, located at the top of MGM Grand, offers distinctive personal service in 51 two-story accommodations featuring expansive views of the Las Vegas skyline. Once a SKYLOFT stay is booked, a concierge begins preparing for the visit, contacting guests to discuss transportation, preferred restaurant and event seating, as well as special requests. Upon check in, a butler takes care of every guest need, from unpacking and packing luggage to customizing the in-loft bar and arranging for special amenities, such as linen and pillow selections, spa services, personalized stationery and much more.

A SKYLOFTS' Inspired Escape takes that magnificent experience and steps on the gas. In addition to the existing top-

notch service and amenities, a SKYLOFTS' Butler will present Inspired Escapes guests with a tailored menu of thrill-seeking adventures created around the luxurious design, power and world-class sports car handling of Porsche vehicles.

Inspired Escapes destinations will be designed for specific Porsche models, including the new generation 2008 Cayenne SUV which boasts a fresh design and more powerful engine, offering the 500 horsepower top-of-the-line Cayenne Turbo. Capable of carrying five people in complete luxury while touring varied Vegas terrain, new dynamic technologies have heightened this Porsche SUV's nimble sports car performance.

"Porsche is very discriminating about the relationships it seeks to establish with other brands. We consider this a unique opportunity to reach an exclusive audience because SKYLOFTS at MGM Grand takes the Las Vegas experience to a completely new level of luxury and sophistication," said David Pryor, Vice President of Marketing, Porsche Cars North America. "We think SKYLOFTS is the ultimate travel experience in Las Vegas, and Porsche is the ultimate sports car driving experience."

Each escape will be personally planned and organized by an attentive SKYLOFTS' Inspired Escapes Butler, who provides for every detail -- from route maps to gourmet snacks and meals, as well as reservations, services or equipment needs along the way. Highlighted adventures will include:

- * A Hill Climbers' Paradise at Mt. Charleston -- At 11,918 feet above sea level, the winding road up Mt. Charleston represents a driver's dream. A refuge from the heat for hikers and campers in the summer, in the winter, there's hot chocolate by the fire, ski trails and snowballs. As part of the Porsche package, SKYLOFTS will facilitate ski rental for the winter months.
- * The "Valley of Fire" Photo Expedition -- A scenic drive to Nevada's oldest and largest state park leads to world-class picnicking, camping, hiking and photography opportunities. The Valley of Fire represents an unforgettable experience to view the extraordinary natural forces that shaped Nevada.
- * Sightseeing Tour of Hoover Dam & Lake Mead -- Twists and turns highlight the drive to Hoover Dam at Lake Mead, where boating, swimming, hiking, nature viewing and sightseeing await. Hoover Dam provides the unique juxtaposition of one of man's most amazing creations with one of nature's natural wonders.

Other Las Vegas-based adventures will be available and all experiences will feature Porsche's 2008 Cayenne and sports cars, which will be rotated through the private fleet.

SKYLOFTS' Inspired Escapes will be available beginning May 1, 2007 to guests staying in one-, two- and three-bedroom Lofts and are subject to availability at the time of booking. Dependent on Loft size and model of car, Inspired Escapes start at \$1,200 per night. For additional information or to secure reservations, please call (877) 646-5638.

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga., and its subsidiary, Porsche Cars Canada, Ltd., are the exclusive importers of Porsche sports cars and Cayenne sport utility vehicles for the United States and Canada. A wholly owned, indirect subsidiary of Dr. Ing. h.c. F. Porsche AG, PCNA employs approximately 250 people who provide Porsche vehicles, parts, service, marketing and training for its 214 U.S. and Canadian dealers. They, in turn, provide Porsche owners with best-in-class service.

SKYLOFTS at MGM Grand, one of only five Las Vegas hotels to earn the 2007 AAA Five Diamond honor, debuted in January 2005 as a rare and private sanctuary of 51 two-story accommodations with expansive views of the Las Vegas skyline. SKYLOFTS provides the quintessential Loft environment and the height of personalized attention including Dream, Spa and Music Butlers, 24-hour concierge service, luggage packing and unpacking services and pre-engraved stationery. For additional information and to secure reservations at SKYLOFTS, please visit www.skyloftsmgmgrand.com or contact (877) 646-5638. All reservations are based on availability and blackout dates apply.

Video: <http://www.prnewswire.com/mnr/mgm/27145>

SOURCE: MGM MIRAGE; Porsche

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