

## **Borgata Hotel Casino & Spa Launches MGM Resorts' M life Rewards Loyalty Program on June 7**

**Members Will Now Have Access to Offers, Benefits and Rewards at MGM Resorts Destinations Across U.S.**

ATLANTIC CITY, N.J., May 23, 2017 /PRNewswire/ -- [Borgata Hotel Casino & Spa](#), part of MGM Resorts International (NYSE: MGM), announced today that it will be launching the Company's award-winning **M life Rewards** loyalty program, presenting members with personalized offers, exclusive benefits and special access across MGM Resorts' unrivaled portfolio. Beginning **Wednesday, June 7**, M life Rewards will supplant My Borgata Rewards loyalty program, allowing guests to play and earn at their favorite MGM Resorts destinations including Bellagio, ARIA, MGM Grand, Mandalay Bay and The Mirage in Las Vegas as well as resorts in Detroit, Mississippi and Maryland.

"The ability to offer our devoted customers a connection from Borgata to sister properties in Las Vegas and throughout the country is an invaluable asset and something that we are extremely eager to introduce," said **Tom Ballance, President and Chief Operating Officer for Borgata Hotel Casino & Spa**. "The timing couldn't be more ideal, as MGM Resorts expands their presence into the mid-Atlantic and Northeast United States with the recent opening of the \$1.4 billion MGM National Harbor in Maryland and the upcoming 2018 opening of MGM Springfield in Massachusetts."

Borgata will adopt M life Rewards' five member tiers – Sapphire, Pearl, Gold, Platinum and the premium, invitation-only NOIR. New members can sign up for free, starting at Sapphire. All current card level access will remain intact; while new benefits such as personalized offers, complimentary parking for Pearl and above, and [M life Moments](#), will be added to enhance the program's value to members. M life Moments are one-of-a-kind experiences exclusive for members, and Borgata's M life Moments will include an "Ultimate Spa Day at The Water Club," "Wine Tasting with Borgata's Sommelier," and a "Lunch + Learn with Iron Chef Geoffrey Zakarian."

**Jordan Salmon, Vice President of Loyalty Marketing for MGM Resorts International**, said, "Borgata is Atlantic City's premier resort and has been a tremendous addition to our company and now to our M life Rewards program. We look forward to welcoming our new members from Borgata and sharing with them our diverse, world-class resorts, amenities and iconic experiences."

Earning will come in the form of Points, SLOT DOLLARS®, Express Comps™ and Tier Credits. Points are earned from playing slots and can be redeemed the same day they are earned or can be banked for future use. Points earned at Borgata can be used at any M life Rewards destination nationwide and can be redeemed for SLOT DOLLARS® right at the slot machine or for Express Comps™ at the M life Rewards desk. Borgata guests can still earn SLOT DOLLARS®, which earned on a current trip can be used on the member's next visit to Borgata only, and are valid for 90 days. SLOT DOLLARS® can be activated from the player's favorite slot machine.

M life Rewards members also earn Express Comps (formerly Comp Dollars) when playing slots, table games, and poker and from Racebook bets at Borgata. Express Comps can be used at Borgata or when visiting any M life Rewards destination nationwide for hotel stays, dining, entertainment, spas, attractions and M life Moments. Upon the launch of M life Rewards at Borgata, Tier Credits, which determine a member's Tier Level, can be earned through gaming activity with slots, table games, poker and Racebook. Based on Tier Level, benefits include special room and retail discounts, pre-sale access to concert and fight tickets, priority reservations, room upgrades, priority hotel check-in line, and more.

With a single account, M life Rewards members can stay, play and earn benefits and rewards at 17 participating MGM Resorts: Borgata, Bellagio, ARIA, Vdara, MGM Grand, The Signature at MGM Grand, Mandalay Bay, Delano Las Vegas, The Mirage, Monte Carlo, New York-New York, Luxor, and Excalibur in Las Vegas; Beau Rivage and Gold Strike in Mississippi; MGM Grand Detroit; and MGM National Harbor in Maryland.

For more information on M life Rewards, please visit [theborgata.com](http://theborgata.com), [mlife.com](http://mlife.com), or view the [educational video here](#).

Participants must be 21 or older and may not be part of any exclusionary list. Membership terms and conditions apply. Bet with your Head, Not Over It. Gambling Problem? Call 1-800-GAMBLER.

### **About Borgata Hotel Casino & Spa:**

Located in Atlantic City's Marina District, Borgata Hotel Casino & Spa features 2,000 guest rooms and suites; 161,000 square feet of gaming; 184 table games; 3,026 slot machines; a 75+ table poker room; 11 retail boutiques; 5 acclaimed fine dining restaurants by renowned chefs; 10 casual dining options; a 54,000 square foot spa; 88,000 square feet of event space; 20,000 square foot indoor/outdoor pool and garden; 32,000 square foot outdoor pool; 4 signature nightlife experiences; and parking for 7,100 cars. The market-leading resort also features Atlantic City's first cosmopolitan hotel experience, The Water Club at Borgata, with 800 guest rooms and suites; a 36,000 square foot spa; 18,000 square feet of meeting space; 6 designer retail boutiques; and 5 heated indoor and outdoor pools. Borgata offers online gaming within the state of New Jersey through its real-money gaming sites, [BorgataCasino.com](http://BorgataCasino.com) and [BorgataPoker.com](http://BorgataPoker.com). Borgata is an indirect wholly owned subsidiary of MGM Resorts International (NYSE: MGM). For more information about Borgata, please visit [theborgata.com](http://theborgata.com) or follow Borgata on Facebook and Twitter.

### **About MGM Resorts International's M life Rewards:**

M life Rewards is MGM Resorts International's premier rewards program. Members earn benefits at 17 world-renowned MGM Resorts destinations including Bellagio, ARIA, Vdara, MGM Grand, The Signature at MGM Grand, Mandalay Bay, Delano Las Vegas, The Mirage, Monte Carlo, New York-New York, Luxor, and Excalibur in Las Vegas; Beau Rivage and Gold Strike in Mississippi, MGM Grand Detroit, MGM National Harbor in Maryland and the newest addition, Borgata in Atlantic City, which launches the program June 7, 2017. With just one card, M life Rewards members have access to experiential rewards, personalized offers and exclusive benefits such as special room rates, pre-sale entertainment and fight tickets, priority reservations, and invitations to members-only events. Preferred relationships, including Hyatt, Southwest Airlines, Royal Caribbean International and Avis Budget Group, provide members additional value, access and offers throughout the world on land, air and sea. For more information, visit [mlife.com](http://mlife.com) or connect on Facebook or Twitter.

SOURCE Borgata Hotel Casino & Spa

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