



## **BORGATA HOTEL CASINO & SPA PARTNERS WITH PLAYSTUDIOS TO OFFER myVEGAS REWARDS**

*Borgata Makes Mobile App Debut with Top-Ranked Free-To-Play Casino Games*

**ATLANTIC CITY, NJ (October 6, 2015)** – Borgata Hotel Casino & Spa continues to evolve and solidify its position as the market-leader in online gaming with the announcement of myVEGAS rewards, by PLAYSTUDIOS. The top-ranked, free-to-play casino apps offer compelling in-game benefits redeemable in both Las Vegas and Atlantic City.

“Borgata is excited to partner with an innovative company like PLAYSTUDIOS and to be the first East Coast property to enter into the mobile gaming realm as we share myVEGAS with our customers,” said Joe Lupo, Senior Vice President of Operations for Borgata Hotel Casino & Spa. “We look forward to being featured in this very successful game alongside a select group of highly-regarded travel and leisure brands.”

Jeff Netzer, Vice President of Business Development for PLAYSTUDIOS, commented, “We’re delighted to announce our new selection of Atlantic City rewards. As a company that prides itself on delivering authentic casino-style experiences, we knew that our myVEGAS offering wouldn’t be complete until it included a little something from the second most popular gaming destination in the U.S. And we couldn’t have entered that market with a more perfect partner than Borgata Hotel Casino & Spa.”

myVEGAS, by PLAYSTUDIOS, is the only game that gives loyal players real rewards from an exclusive collection of travel, leisure, and entertainment partners including MGM Grand, Bellagio, ARIA, Royal Caribbean International, Wolfgang Puck, Allegiant Air, and Cirque du Soleil. Rewards include complimentary hotels stays, meals, shows, VIP nightclub access, and more. myVEGAS is currently available on iOS, Android, and Kindle mobile devices, as well as on Facebook.

To play myVEGAS on Facebook, visit:

- [https://apps.facebook.com/playmyvegas?kt\\_tu=partner&kt\\_st1=mv\\_pr](https://apps.facebook.com/playmyvegas?kt_tu=partner&kt_st1=mv_pr)

To download the myVEGAS Slots app, visit:

- (iOS) APP STORE - [https://app.adjust.io/dggi4g?adgroup=press\\_release](https://app.adjust.io/dggi4g?adgroup=press_release)
- (Android) GOOGLE PLAY - [https://app.adjust.io/s0sits?adgroup=press\\_release](https://app.adjust.io/s0sits?adgroup=press_release)
- (Kindle) AMAZON Store - [https://app.adjust.io/6hrp13?adgroup=press\\_release&redirect=http%3A%2F%2Fwww.amazon.com%2Fdp%2FB00GXH3TGG](https://app.adjust.io/6hrp13?adgroup=press_release&redirect=http%3A%2F%2Fwww.amazon.com%2Fdp%2FB00GXH3TGG)

To download the myVEGAS Blackjack app, visit:

- (iOS) APP STORE - [https://app.adjust.io/md55kz?adgroup=press\\_release](https://app.adjust.io/md55kz?adgroup=press_release)
- (Android) GOOGLE PLAY - [https://app.adjust.io/1ds1s6?adgroup=press\\_release](https://app.adjust.io/1ds1s6?adgroup=press_release)
- (Kindle) AMAZON Store - [https://app.adjust.io/nb6rhn?adgroup=press\\_release&redirect=http%3A%2F%2Fwww.amazon.com%2Fdp%2FB00NULWN9C](https://app.adjust.io/nb6rhn?adgroup=press_release&redirect=http%3A%2F%2Fwww.amazon.com%2Fdp%2FB00NULWN9C)

### **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; 3,038 slot machines; a 75+ table poker room; 10 retail boutiques; 5 acclaimed fine dining restaurants by renowned chefs; 9 casual dining options; a 54,000 square foot spa; 70,000 square feet of event space; 3 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 also offers online gaming within the state of New

Jersey through its real-money gaming sites, [www.BorgataCasino.com](http://www.BorgataCasino.com) and [www.BorgataPoker.com](http://www.BorgataPoker.com). For more information on Borgata, please visit [www.theborgata.com](http://www.theborgata.com) or follow [www.twitter.com/BorgataAC](https://www.twitter.com/BorgataAC).

### **About PLAYSTUDIOS**

PLAYSTUDIOS is a developer of engaging, casual games for mobile and social platforms. Founded by a team of experienced gaming and technology entrepreneurs, PLAYSTUDIOS' free-to-play myVEGAS apps combine the best elements of popular social games with established casino gambling mechanics. Players enjoy ever-growing content libraries and the opportunity to earn an unprecedented selection of valuable, real-world rewards from leading hospitality, entertainment, and leisure brands. Current myVEGAS reward partners include MGM Resorts International, Wolfgang Puck, Cirque du Soleil, Allegiant Air, Royal Caribbean International, and The Hippodrome Casino. For more information, visit the company's website at <http://www.playstudios.com/>.

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