

# Mlife

# EMPIRE CITY CASINO

## MGM Resorts International's M life Brings Member Rewards to Empire City Casino

**LAS VEGAS (June 24, 2014)** — [MGM Resorts International](#) (NYSE: MGM) has announced a strategic relationship with [Empire City Casino](#) in New York, joining a network of M life partners including Southwest Airlines, Royal Caribbean International, Hyatt and Avis Budget Group. The new relationship provides increased value for members of MGM Resorts' premier loyalty rewards program, [M life](#), as well as for members of Empire Club.

Members of Empire City Casino's Empire Club will receive personalized offers and perks at MGM Resorts' world-class destinations, such as special room rates, complimentary show tickets and casino FREEPLAY®, while M life members will receive exclusive offers at Empire City Casino. As a result of the new partnership, each company's reach now will extend into markets where they have not previously had a presence. Participating M life resorts are located in Las Vegas, Detroit and Mississippi.

"M life is differentiated from other rewards programs by providing access to MGM Resorts' unparalleled destinations on the iconic Las Vegas Strip and beyond," said Lance Evans, vice president of Marketing Partnerships for MGM Resorts International. "As we strive to deliver maximum value for our loyal guests, regional casino partnerships make for an ideal addition to the program. We're excited to embark on this new relationship with Empire City, extending M life's reach."

Ryan Murphy, vice president of Marketing for Empire City Casino, said, "Empire City strives to provide our guests with unparalleled gaming and entertainment with the added benefit of being close to home. This new partnership with MGM Resorts will expand the benefits of Empire Club membership, providing a direct connection between our guests' Las Vegas and New York experiences. This is a very exciting time for our Empire Club members."



Photo Credit: Sean Hamrock

Photo Caption: Section of gaming floor at Empire City Casino.

**About MGM Resorts International's M life**

M life is MGM Resorts International's premier rewards program. Members earn benefits for virtually every dollar spent at 15 MGM Resorts world-renowned destinations including [Bellagio](#), [ARIA](#), [Vdara](#), [MGM Grand](#), [The Signature at MGM Grand](#), [Mandalay Bay](#), [THEhotel at Mandalay Bay](#), [The Mirage](#), [Monte Carlo](#), [New York-New York](#), [Luxor](#), and [Excalibur](#) in Las Vegas; [Beau Rivage](#) and [Gold Strike](#) in Mississippi and [MGM Grand Detroit](#). With just one card, M life 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, Pinnacle Entertainment, Avis Budget Group and Ultimate Fighting Championship (UFC), provide members additional value, access and offers throughout the world on land, air and sea. For more information, visit [mlife.com](#) or connect on [Facebook](#) or [Twitter](#).

**About Empire City Casino at Yonkers Raceway**

Empire City Casino, one of the largest entertainment and gaming destinations in the northeast, features 5,300 of the hottest slots, electronic craps, roulette, baccarat and sic bo; year-round harness racing & International simulcasting; live entertainment including the best party, tribute and Latin bands, comedy, karaoke & more. A plethora of dining options will satisfy even the most discerning palate with Italian cuisine at *Nonno's Trattoria*; trackside dining with live betting at *Empire Terrace Restaurant*; and convenient delicious options at the International Food Court or Grab 'n Go. A new \$50 million expansion added *Dan Rooney's*, a high-energy sports bar, *Pinch American Grill*, in collaboration with Ducasse Studio, featuring dozens of New York craft beers on tap, and *Alley 810*, a craft cocktail lounge rounds out the entertainment options with retro bowling lanes. Empire City Casino at Yonkers Raceway is located at 810 Yonkers Avenue (off I-87 at Central Avenue) Yonkers, NY, Westchester County, open seven days a week from 9:00am to 4:00am. Visit [www.empirecitycasino.com](#) or call 914.968.4200 for information.

###

**Media Contacts**

Sandy Zanella  
MGM Resorts International  
702-604-4124  
[zanellas@mgmresorts.com](mailto:zanellas@mgmresorts.com)

Robert Flicker / Rachel Feinberg  
Kirvin Doak Communications  
702-737-3100  
[rflicker@kirvindoak.com](mailto:rflicker@kirvindoak.com) / [rfeinberg@kirvindoak.com](mailto:rfeinberg@kirvindoak.com)

Taryn Duffy  
Empire City Casino  
914-457-2431  
[tduffy@empirecitycasino.com](mailto:tduffy@empirecitycasino.com)