

FOR IMMEDIATE RELEASE

**BEAU RIVAGE RESORT & CASINO ANNOUNCES
NEW DIRECT SERVICE FROM TAMPA/ST. PETE**

Two-night Air-Inclusive Travel Vacations Start at \$199

BILOXI, Miss. (March 3, 2009) – Starting April 1, travelers can escape to Beau Rivage Resort & Casino, MGM MIRAGE’s destination resort on the Mississippi Gulf Coast, with more ease and value than ever. Beau Rivage celebrates its convenient new nonstop jet service from the St. Petersburg-Clearwater International Airport with introductory two-night air inclusive hotel getaway packages starting at just \$199 per person.

Beau Rivage, which reopened its doors for business on August 29, 2006, has partnered with Allegiant Air to deliver outstanding vacation packages for travelers from the Tampa/St. Pete area. The direct nonstop service to Biloxi now makes it even more convenient for travelers to get away and enjoy the fabulous new amenities of Beau Rivage.

“Beau Rivage has become a great getaway destination for people in the Tampa/St. Pete area” said George P. Corchis, Jr., president and chief operating officer of MGM MIRAGE’s Mississippi Operations, which includes Beau Rivage in Biloxi and Gold Strike Casino Resort in Tunica. “People have been enjoying our full service destination resort from the time it originally opened 10 years ago. Since reopening in August 2006, following a dramatic \$550-million renovation, we’ve given guests even more reasons to come for a fun, stress-free vacation.”

Beau Rivage will launch the new scheduled service from St. Petersburg-Clearwater International Airport to Gulfport/Biloxi International Airport with three flights weekly on 150-seat MD-83 aircraft. With service Monday, Wednesday and Saturday, flights will depart at 7:25 a.m. arriving at Beau Rivage at 7:40 a.m. Flights leaving Gulfport/Biloxi will depart at 8:20 a.m. and arrive back at St. Pete-Clearwater at 10:30 a.m. (all flight times are local). Reservations for the air-inclusive travel packages may be made by calling 1.877.GO.2.BEAU (877.462.2328). Beau Rivage’s introductory packages start at \$199 per person, double occupancy, plus taxes and fees, and are limited, subject to availability. Travel packages include airfare, deluxe accommodations and round-trip ground transportation between the airport and Beau Rivage.

(more)

“We’re pleased to develop this new relationship with MGM MIRAGE” said Maurice J. Gallagher, president and chief executive officer for Allegiant Travel Company. “We believe that Beau Rivage customers will be pleased with the level of service and reliability our company will provide.”

“We are excited to have nonstop air service back again, packaged with the luxurious Beau Rivage Resort & Casino. The Tampa Bay area and our Airport have a long history of service to Gulfport-Biloxi.” said Noah Lagos, airport director for the St. Petersburg-Clearwater International Airport.

Guests returning to the Beau will notice exciting changes at every turn. The ‘new’ Beau Rivage exudes the charm and elegance guests have come to love, while offering fresh new experiences for all to enjoy. The resort features completely enhanced architecture and a contemporary interior design scheme infused with southern charm. Its 1,740 guest rooms and suites boast luxurious new amenities such as pillow top mattresses and 32-inch LCD flat screen televisions coupled with modern décor and stunning views of the Mississippi Gulf Coast or Back Bay.

The redesigned casino floor includes a new 16-table poker room, state-of-the-art gaming areas and a stylish high-limit room. Stepping away from the excitement of the casino, the spa and salon feature an expanded service menu offering a fusion of treatments found at the world’s top resorts, perfected with a southern flair.

Eleven outstanding restaurants and four nightclubs and bars – including the new Breeze Bar located at the heart of the casino – create even more delicious experiences for guests.

Beau Rivage also continues its tradition of bringing top headline entertainment to the Mississippi Gulf Coast nearly every weekend. Headline entertainers Queen Latifah, Chicago, Jerry Lewis, Hall & Oates, Seal and the Commodores will leave their mark at Beau Rivage in April 2009. For updated listings or to reserve tickets, call (888) 566-7469 or visit www.beaurivage.com.

ABOUT BEAU RIVAGE:

Casual elegance is redefined at Beau Rivage Resort & Casino, MGM MIRAGE’s destination resort on the Mississippi Gulf Coast. Named one of the top 100 hotels in the continental United States and Canada by *Travel + Leisure*, Beau Rivage blends world-class amenities with world-famous Southern hospitality. Featuring 1,740 elegantly appointed guest rooms and suites; 11 restaurants; four nightclubs and bars; a 1,550-seat theatre; an upscale shopping promenade; a world-class spa & salon; and Fallen Oak, a new Tom Fazio designed championship golf course; Beau Rivage offers the finest destination resort experience in the Southeast. For more information or to make reservations, call (888) 56-ROOMS or visit www.beaurivage.com.

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