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Contact: Michele Voelkening
702-610-4064

THE PLAZA HOTEL & CASINO LAUNCHES NEW WEBSITE

Website offers accessibility from any device and will increase access to the property's services

LAS VEGAS – As part of the property's commitment to providing the optimal guest experience, on Sunday, May 11, 2015, The Plaza Hotel & Casino launch its new custom website. The website complements the ongoing growth and development of this iconic hotel and casino which started with a \$35 million renovation to the property and followed by additional projects including William Hill Race & Sports Book and the addition of the Beer Garden.

"The new website is fresh and easy to use," PlayLV CEO Jonathan Jossel said. "We will continue to adapt the information within to meet the ever-changing and growing demands of our guests."

The new website's design pays homage to the neon that made Vegas famous with a living, sparkling logo. The site is 100 percent responsive to any device with no special apps needed. Royal Rewards Players Club members will be able to access their individual pages to view their current reward status. Additionally, guests can book a room, make a dinner reservation and buy show tickets on the site. Group, catering and event clients also get greater convenience as they will be able to access menus, production manuals and audio/visual pricing at any time.

"This project was about 10 months in the making and is the product of our management team coupled with our internet agency partner, IMI, Plaza Vice President/General Manager, Michael Pergolini said. "Our goal was to be easily accessible from any device, be more interactive with our information as well as provide our community information to guests to better help them with their travel plans."

To celebrate the launch of the new site, The Plaza is offering two new promotions:

Your Best Bet of 2015 Sale – Starting May 11th, the Plaza is offering 50% off room rates Sunday through Thursday. Guests will receive additional offers for food and gaming. Visit the website for further details and restrictions.

GRAND Prize Drawing – For each reservation made on the website, and/or by signing up to receive offers, guests will earn an entry for a Derby Suite Package which will also include a dining experience at Oscar's. Drawing winner will be announced on Facebook July 4th.

Located at the crest of the historic Downtown District in Las Vegas, The Plaza Hotel and Casino combines a vintage Rat Pack attitude with modern styling for the ultimate Vegas experience. Originally built in 1971 on the site of the original Las Vegas railroad depot, The Plaza boasts 1,003 rooms and suites recently renovated with custom-designed Mark David furnishings, a 500-seat classic Vegas showroom with nationally recognized entertainment, and a variety of dining venues led by the world-famous Oscar's Beef-Booze-Broads steakhouse in the iconic Dome overlooking the Fremont Street Experience. The Plaza also has more than 500 slot machines and favorite table games, Downtown's largest Race and Sports Book with 75 flat screen televisions, Downtown's only Bingo Hall, and 30,000 square feet of ballroom and meeting space. The hotel is owned and managed by PlayLV Gaming, which also owns and operates the Las Vegas Club Casino.

About IMI

Internet Marketing Inc. (IMI) specializes in designing integrated digital programs that improve brand experiences and grow businesses through valuable data insights and strategy across paid, owned and earned media. Their digital experts nimbly adapt strategy based on a comprehensive view of a brand's online audience and program performance. IMI has been named one of the fastest-growing private companies in the country the last three years in a row by the prestigious Inc. 500 list and the San Diego Business Journal. The company continues to develop award-winning case studies for content, creative and search marketing. For more information visit <http://www.internetmarketinginc.com/> or call 866.563.0620.

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