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**RIO HOTEL & CASINO LAS VEGAS UNVEILS BRAND-NEW REWARDS PROGRAM**

*Image of Rio Rewards Card (If applicable)*

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**LAS VEGAS** (September 15, 2023) – Dreamscape Companies is thrilled to announce Rio Hotel & Casino Las Vegas’ brand-new property wide rewards program, **Rio Rewards.** Coming to the property on **Monday, October 2**. Rio Rewards will be one of the most lucrative rewards programs, offering players more value per dollar spent than anywhere in Las Vegas. With the introduction of Rio Rewards, Caesars Rewards cards will no longer be accepted at the property.

“The introduction of Rio Rewards marks an important milestone as Dreamscape takes over operations of the property this October,” said Kevin Sweet, Chief Gaming Officer of the Rio. “We created a rewards program that would appeal to both locals and visitors alike. When compared to other loyalty programs around town, we are confident that Rio Rewards will stand alone at the top of what is given back to the guest in rewards and comps.”

Rio Rewards will feature four unique tiers**: Rouge, Azul**, **Gold** and **Platinum** — and will offer multiple tier benefits including complimentary hotel accommodations, complimentary show tickets, early check-in /late check out, monthly dining credits, daily drink vouchers and so much more.

During this transitionary period, Caesars Rewards cards will be accepted at the resort until the morning of **October 2**. Existing Caesars Rewards members who have visited the Rio since late 2017 will be preassigned new Rio Rewards loyalty accounts and be able to pick up a new card at one of the Rio Rewards desks or at a loyalty kiosk located around the casino.

For additional information on Rio Rewards tiers and membership rules, please visit RioLasVegas.com.

**About the Rio Hotel & Casino Las Vegas**

Located one block off the famed Las Vegas Strip on Flamingo Blvd., Rio Hotel & Casino Las Vegas features over 2,500 580 Sq. Ft. all-suite guest rooms, 220,000/sf of convention and meeting space, a 5-acre pool area, and a 150,000/sf casino with 40+ tables and 1000+ slot machines. Dreamscape’s plan for the resort’s future includes a property refresh, from dynamic new dining offerings to a variety of entertainment options. Dreamscape’s intent is to preserve the property’s architecture and honor its legacy. The property will remain open throughout the renovations, with the company slated to officially take over and manage operations at the resort in October of 2023.

**About Dreamscape**

Dreamscape’s talented team of real estate professionals has collectively deployed in excess of $35 billion across residential, retail, hospitality, entertainment and gaming properties and has decades of experience in these verticals. Eric Birnbaum and his team have assets in New York, Miami, Phoenix, Los Angeles, Nashville, New Orleans, Charleston and Philadelphia. The team has worked on a diverse portfolio of significant properties, including critically acclaimed endeavors such as Henry Hall in New York's Hudson Yards, The Pod Hotel in New York’s Times Square, The Goodtime Hotel in South Beach, Miami, Rio Hotel & Casino in Las Vegas, and 5420 Sunset Boulevard in Hollywood, Los Angeles.

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