



For Immediate Release

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**MIRACLE MILE SHOPS LAUNCHES MOBILE-FRIENDLY,
INTERACTIVE WEBSITE FOR SHOPPERS ON THE GO**

Explore the site at www.miraclemileshopslv.com

LAS VEGAS – Miracle Mile Shops at Planet Hollywood Resort & Casino has rolled out a new website featuring a stylish interface, improved navigation, user-friendly capabilities and mobile accessibility.

Live now at www.miraclemileshopslv.com, the website offers a comprehensive snapshot of the 1.2 mile shopping center while encouraging visitors to engage on Miracle Mile Shops' social media channels as well as explore monthly events and promotions for more than 200 shops, restaurants and live entertainment venues. Now optimized for mobile technology, users can navigate the site with ease, making it easy to search stores, promotions and offerings while on the go.

In addition to its mobile accessibility, the site provides an updated **Mall Directory**, an interactive map with hover over and search filter options that changes the map's display. Features include:

- When a user selects a specific store, the rest of the map will turn gray highlighting only the selected merchant.
- Below the map, users will find a thumbnail graphic, brief description, contact information and a link to the selected store's website. The site offers the same functionality when visitors search by store name, term or categories.
- Ranging from women's apparel and jewelry / accessories to fine art / collectibles and home décor, users can quickly find all stores that cater to a specific category.
- Guests looking for a broader range of the center's offerings can easily sort by shops, restaurants or shows.

Additional new highlights for the site include:

- **Home Page Slider** – Users can quickly find special announcements, video campaigns and store promotions all on the main page.

- **Sales and Promotions Page** – Visitors can view the center’s events and sales in one location. The page includes branded graphics, storefront photos and sale images. Additionally, guests can filter through shopping, dining and entertainment related offers.
- **Socialize Page** – Guests can now engage, follow and interact on all the center’s social media channels without leaving the site.
- **Store Pages** – The site has added internal pages for all of its stores allowing each merchant to have its own presence.

MIRACLE MILE SHOPS

Miracle Mile Shops at Planet Hollywood Resort & Casino features more than a mile of 200 shops, tempting restaurants and live entertainment venues at the heart of the famed Las Vegas Strip. The center is home to PBR Rock Bar & Grill, boasting a Strip-side location with excellent food, drinks and bull riding; Buffalo Wild Wings; M·A·C Cosmetics, a leading brand of professional cosmetics; H&M; UK-based global retailer French Connection; Sephora; Chicago popcorn legend Garrett Popcorn Shops’ only Las Vegas location; GUESS; Nacho Daddy, home of the world-famous Scorpion Shot; BCBGMAXAZRIA; 15,000-square-foot bar and restaurant Cabo Wabo® Cantina; Las Vegas’ very own Sin City Brewing Co.; Club Tattoo, featuring some of the best tattoo artists and body piercers in the nation; Flight 23 at Footaction, one of only three in the country; as well as a multi-million dollar fountain show. Miracle Mile Shops is an affiliate of Institutional Mall Investors LLC, a co-investment venture owned by Miller Capital Advisory, Inc. and CalPERS.

Miracle Mile Shops is open 10 a.m. - 11 p.m. Sunday – Thursday and 10 a.m. – midnight Friday – Saturday. For more information, call (888) 800-8284 or visit www.miraclemileshopslv.com. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

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For More Information

Kirvin Doak Communications
 702-737-3100
miraclemile@kirvindoak.com