



For Immediate Release

Oct. 14, 2015

BUFFALO WILD WINGS TO OPEN FIRST LOCATION ON LAS VEGAS STRIP AT MIRACLE MILE SHOPS OCT. 19

Tweet it: Catch @BWWings at its first Las Vegas Strip location starting 10/19 @MiracleMileLV and enjoy a great #happyhour, food specials & more!

LAS VEGAS — On Monday, Oct. 19, award-winning wings and sports bar **Buffalo Wild Wings®** will open a 24-hour location inside **Miracle Mile Shops**, becoming the brand's first location on the Las Vegas Strip.

At 7,200 square feet, the Miracle Mile Shops location will be the first in Las Vegas to maintain a retail section and will house 63 HDTVs for sports fanatics. The new Buffalo Wild Wings will feature an extended happy hour every Monday through Friday from 2 – 7 p.m. and 10 p.m. to 6 a.m. Every day during happy hour, guests can enjoy draft beer selections from \$4 to \$6 and food and liquor specials for \$4. Buffalo Wild Wings will host two signature events each week: Wing Tuesdays® and Boneless Thursdays®, where guests can order their favorite traditional or boneless wings at a special price.

To celebrate its grand opening, the sports bar and grill will be hosting a **Blazin' Challenge Contest** at 4 p.m. Oct. 19–23. The fastest competitor who finishes 12 wings made with the restaurant's spiciest sauce in six minutes will receive a booklet for **free wings for a year** from the Miracle Mile Shops location.

For more information please visit www.miraclemileshops.lv.com.

About Buffalo Wild Wings

Buffalo Wild Wings, Inc. (NASDAQ: BWLD), founded in 1982 and headquartered in Minneapolis, Minnesota, is a growing owner, operator and franchisor of Buffalo Wild Wings® restaurants featuring a variety of boldly flavored, made-to-order menu items including its namesake Buffalo, N.Y.-style chicken wings. The Buffalo Wild Wings menu specializes in 21 mouth-watering signature sauces and seasonings with flavor sensations ranging from Sweet BBQ™ to Blazin®. Guests enjoy a welcoming neighborhood atmosphere that includes an extensive multi-media system for watching their favorite sporting events. Buffalo Wild Wings is the recipient of hundreds of "Best Wings" and "Best Sports Bar" awards from across the country. Currently, there are more than 1,125 Buffalo Wild Wings locations across the United States, Canada, Mexico and the Philippines.

To stay up-to-date on all the latest events and offers for sports fans and wing lovers, like Buffalo Wild Wings on Facebook, follow @BWWings on Twitter and visit www.BuffaloWildWings.com.

About 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.miraclemileshopsly.com. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

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For More Information

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