



Friends with Benefits (Rewards) Rules
Sundays and Mondays in September 2026

Promotional Rules

1. Participation in the Friends with Benefits (Rewards) (the "Promotion") is open to all Cherry Rewards members ("Participant(s)").
2. The Promotion will take place every Sunday and Monday in September (September 6 - 7, 13 - 14, 20 - 21, 27 - 28, 2026 – "Promotion Period").
3. Membership in Cherry Rewards does not guarantee entry into this Promotion and participation may be limited at Virgin Hotels Las Vegas ("VHLV") Management's discretion.
4. Participants are subject to all terms and conditions of Cherry Rewards membership as outlined in the Cherry Rewards rules at <https://virginhotels.com/casino/cherryrewards/>.
5. Membership in Cherry Rewards is available to qualified persons age 21 and over, and membership is free.
6. No entry fee is required to participate in this Promotion.
7. If for any reason the Promotion is not capable of running as planned by VHLV CASINO MARKETING, including without limitation infection by computer virus, corrupted hardware or software, tampering, unauthorized intervention, fraud, technical failures, or any other causes within or beyond the control of VHLV CASINO MARKETING which adversely affect the administration, security, fairness, integrity, or proper conduct of this Promotion, VHLV CASINO MARKETING reserves the right in its sole and absolute discretion to cancel, terminate, modify, extend, or suspend the Promotion. Malfunction voids all pay.
8. Malfunction by any device or devices voids all plays, pays, and prizes. In any such event, VHLV CASINO MARKETING reserves any and all rights described in these rules.
9. A guest who enrolls in a new Cherry rewards account within the Promotion Period, or a guest with an existing Cherry Rewards account who has not participated in gaming activity since March 25, 2021, will be considered a "New Sign Up".
10. A Participant who has had Cherry Rewards account for at least three (3) days will be referred to as an "Eligible Member".
11. A New Sign Up who is being brought in and connected to an Eligible Member will be referred to as a "Referral".
12. An Eligible Member can bring one (1) Referral and every base, gaming Rewards Point the Referral earns from 12:00 am to 11:59 pm of the Promotion Period is matched and deposited into the Eligible Member's account.
13. An Eligible Member may bring a maximum of one (1) Referral per Promotion Period.
14. A Referral cannot be connected to more than one (1) Eligible Member.
15. The Eligible Member must bring their Referral to the Casino Cage by 11:59 pm of the Promotion Period to sign up for this Promotion.
16. The number of Rewards Points deposited to the Eligible Member's account will be determined by their Referral's base, gaming Rewards Points earned during the Promotion Period. Additional Rewards Points earned from multipliers and/or F&B will not count towards this Promotion.
17. There is no max number of Rewards Points that may be earned from this Promotion.
18. Rewards Points earned from the Referral will be deposited into the Eligible Member's account by 11:59 pm the following Tuesday.
19. An Eligible Member may not connect with and receive any Rewards Points from a Referral's previous Promotion period.

General Rules:

20. Participants must be at least 21 years of age and be able to present proof of age with a valid (unexpired) government issued identification card for verification.
21. VHLV Casino Marketing Team reserves all rights, without limitation, to cancel, terminate, modify extend, or suspend the Promotion at VHLV Casino Marketing Team's sole discretion and without prior notice.
22. Failure to adhere to the Promotion, Cherry Rewards, or VHLV Casino Marketing Team general rules, procedures and policies may result in disqualification.
23. Employees of VHLV Casino Marketing Team, their immediate family members and family members or other person(s) residing in the employee's place of residence, and its related companies, its advertising agencies, and promotional companies involved in this Promotion are ineligible to participate in the Promotion.



24. Individuals who are excluded from casino facilities, either through a government and/or state program or by their own request or by management's discretionary instruction are not eligible to participate in this Promotion.
25. No purchase is necessary to participate in this Promotion. Subject to rules of membership, Cherry Rewards cards and memberships are free and may be obtained at the Cashier's Cage or enrollment kiosk.
26. Winners are solely responsible for any taxes and fees on their winnings and by entering this Promotion authorize the deduction of such taxes, if any, from the prize(s). U.S. Residents will be issued a W2-G tax form and non-U.S. Residents will be issued a 1042-S tax form, if and as applicable.
27. Entry constitutes permission to utilize patron's and/or Participant's name and likeness for promotional purposes in any media without remuneration. This includes displaying Participant's name on signage, using names in external e-mail announcements or on virginhotelslv.com. Such permission survives the conclusion of this Promotion.
28. By participating in this Promotion, Participants agree to release from any and all liability for any injuries, losses or damages of any kind to person/and or property arising from acceptance, possession, use/misuse of the prize or participation in this Promotion, and to hold harmless VHLV Casino Marketing Team and each of their respective parents, affiliates, subsidiaries, and each of their respective directors, officers, employees, representatives, and agents.
29. VHLV Casino Marketing Team reserves the right to void any entry.
30. Participation in this Promotion is an agreement to abide by the rules of VHLV Casino Marketing Team.
31. VHLV Casino Marketing Team may disqualify any person for any prize based upon fraud, dishonesty, and/or violation of any promotion rule(s) or other misconduct.
32. Cherry Rewards cards are non-transferable.
33. Any dispute or situation involving any claim concerning the Promotion will be resolved by VHLV Casino Marketing Management at its sole and absolute discretion. The decisions of VHLV Casino Marketing Management are final and binding, subject to the initiation and ultimate resolution of a dispute with and adjudicated by the Nevada Gaming Control Board.

If you or someone you know has a gambling problem or concerns with gambling responsibly, please call the 24-hour Problem Gambler's Helpline at 1-800-522-4700.