



Earn 250 points and get \$25 Slot Free Play New Member Sign Up Offer Rules

October 1, 2026 – December 31, 2026

Promotional Rules

1. Participation in the New Member Sign-Up Offer (the "Promotion") is limited to new Cherry Rewards members ("Participants").
2. Participation is subject to these Promotional Rules and may be limited at the discretion of Virgin Hotels Las Vegas ("VHLV") Management.
3. No entry fee is required.
4. Participants are subject to all terms and conditions of Cherry Rewards membership.
5. Cherry Rewards membership is free and available to qualified persons aged 21 or older.
6. The Promotion is available to qualified Participants who enroll as a new Cherry Rewards member during the promotional period.
7. Previous Cherry Rewards members are not eligible to participate in this Promotion.
8. Upon enrollment in Cherry Rewards, qualified Participants will have 24 hours ("Promotional Period") to earn Base Points toward this Promotion.
9. Participants will receive **\$25 in Free Slot Play for the first 250 Base Points earned** during the promotional period.
10. Base Points must be earned through eligible slot play while using the Participant's Cherry Rewards Card.
11. Participants may check their Base Point progress at the Cashier's Cage.
12. Free Slot Play will automatically be loaded onto the participant's account upon earning 250 Base Points.
13. Free Slot Play earned through this Promotion will expire seven (7) days from the date of issuance.
14. Participants must use their Cherry Rewards PIN to access and redeem Free Slot Play.
15. Free Slot Play has no cash value and may not be transferred, sold, or assigned.
16. If, for any reason, the Promotion is not capable of running as planned, including, without limitation, computer viruses, corrupted hardware or software, tampering, unauthorized intervention, fraud, technical failures, or any other cause within or beyond the control of VHLV Management that adversely affects the administration, security, fairness, integrity, or proper conduct of the Promotion, VHLV Management reserves the right, in its sole discretion, to cancel, terminate, modify, extend, or suspend the Promotion.
17. Malfunction of any device, system, hardware, or software associated with the Promotion voids affected plays, pays, and prizes. In such event, VHLV Management reserves all rights provided under these rules.

General Rules

19. Participants must be at least 21 years of age and must present valid, unexpired government-issued identification upon request for age and identity verification.
20. VHLV Management reserves the right, without limitation, to cancel, terminate, modify, extend, or suspend the Promotion at its sole discretion and without prior notice, subject to applicable law and regulatory requirements.
21. Failure to comply with these Promotional Rules, Cherry Rewards rules, or applicable VHLV rules, procedures, and policies may result in disqualification.
22. Employees of VHLV, their immediate family members, household members, and employees of related companies, advertising agencies, or promotional companies involved in the administration of this Promotion are not eligible to participate.
23. Individuals who are excluded from casino facilities through a government or state program, voluntary self-exclusion, or VHLV management exclusion are not eligible to participate in this Promotion.
24. No purchase is necessary to enroll in Cherry Rewards. Subject to the rules of membership, Cherry Rewards membership is free and may be obtained at the Cashier's Cage or an eligible enrollment kiosk. Qualifying gaming activity is required to earn Base Points and Free Slot Play under this Promotion.
25. Participants are solely responsible for any applicable taxes or fees associated with promotional awards. VHLV will issue any tax reporting forms required by applicable federal or state law.
26. Participation constitutes permission for VHLV to use a Participant's name and likeness for promotional purposes in any media without additional compensation, including signage, external email communications, and VHLV digital channels, subject to applicable law. Such permission survives the conclusion of the Promotion.
27. By participating in the Promotion, Participants agree, to the fullest extent permitted by applicable law, to release and hold harmless VHLV and its respective parents, affiliates, subsidiaries, directors, officers,



employees, representatives, and agents from claims arising from participation in the Promotion or the acceptance, possession, use, or misuse of any promotional award.

28. VHLV Management reserves the right to void any promotional participation, qualification, or award determined to be invalid under these rules.
29. Participation in this Promotion constitutes agreement to abide by these Promotional Rules and applicable VHLV and Cherry Rewards rules.
30. VHLV Management may disqualify any Participant from the Promotion or any promotional award based upon fraud, dishonesty, manipulation, violation of these rules, or other misconduct.
31. Cherry Rewards cards, accounts, points, and promotional benefits are non-transferable except as otherwise expressly permitted by VHLV.
32. Any dispute or situation involving a claim concerning the Promotion will be resolved by VHLV Management in accordance with these rules. Decisions of VHLV Management are final and binding, subject to applicable Nevada gaming laws and regulations.

Updated as of September 18, 2026

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.GAMBLER.