

FOR IMMEDIATE RELEASE

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MIRACLE MILE SHOPS™
AT PLANET HOLLYWOOD RESORT & CASINO LAS VEGAS

MIRACLE MILE SHOPS ANNOUNCES SANDBOX VR WILL OPEN THEIR SECOND LOCATION IN LAS VEGAS IN SPRING OF 2023



LAS VEGAS – [Miracle Mile Shops](#) announced that [Sandbox VR](#) will open their second location on the Strip within the shopping, dining and live entertainment venue located at Planet Hollywood Las Vegas Resort & Casino.

The global leader in free-roam virtual reality experiences is expected to open in spring of 2023. Sandbox VR uses a unique combination of full-body motion capture and VR technologies to deliver unprecedented realism and complete immersion that’s not possible with home VR systems or other location-based VR venues.

Players experience heart-pounding, exhilarating, and unforgettably immersive gameplay when they fend off zombie hordes, enter a world of swashbuckling adventure, soar into the clouds in a space elevator or compete against one another in a futuristic combat arena – the true future of immersive entertainment.

“Opening our second Sandbox VR in Las Vegas is incredible,” said Steve Zhao, CEO of Sandbox VR. “Visitors and locals alike look for the highest quality entertainment experiences in the Entertainment Capital of the World. We’re proud of the success of the brand in the city and are thrilled to be expanding with this new location at Miracle Mile Shops.”

“We are always looking to expand our offerings to our guests,” said Robert Buchanan, Vice President, General Manager of Miracle Mile Shops. “We’re excited to add Sandbox VR, the premier company in the location-based virtual reality games, to our list of tenants. They are just one of many tenants that we will be announcing as renovations continue at the center.”

The extensive interior and exterior renovations currently in process at Miracle Mile Shops include elevated finishes throughout, upgraded technology and digital design elements. New entertainment features will include exterior and interior immersive light, sound, and video experiences. The premier mixed-use project, located at the heart of the famed Las Vegas Strip, is open during the remodel which is expected to be completed in spring of 2023.

To learn more about Sandbox VR and book, visit <https://sandboxvr.com>. Follow Sandbox VR on Instagram, TikTok, Facebook, & Twitter at [@sandboxvr](https://www.instagram.com/sandboxvr).

About Sandbox VR

Sandbox VR is the world's premier destination for premium location-based virtual reality games. The company has created the world's most immersive full-body VR platform and boasts games you can't play anywhere else. Sandbox VR is now operating in 30 locations across seven countries and expanding rapidly. Sandbox VR is headquartered in San Francisco, California with an office in Hong Kong. Sandbox VR's latest round has raised over \$37 million from investors including Andreessen Horowitz, Alibaba Entrepreneurs Fund, Gobi Partners, and Craft. Individual investors include Justin Timberlake, Katy Perry, Kevin Durant, and Will Smith.

About Miracle Mile Shops™

Miracle Mile Shops at Planet Hollywood Resort & Casino features more than a mile of premier shops, tempting restaurants and live entertainment venues at the heart of the famed Las Vegas Strip. The leading mixed-use project is currently undergoing an extensive interior and exterior transformation complete with elevated finishes, upgraded technology and digital design elements. It is open during construction, which is set to be completed in spring of 2023. The center is home to lululemon athletica; Sephora; Morphe; Quay Australia; H&M; Topsy Robot, the first land-based cocktail bar operated by robots; Chicago popcorn legend Garrett Popcorn Shops' only Las Vegas location; Nacho Daddy, home of the world-famous Scorpion Shot; 15,000-square-foot bar and restaurant Cabo Wabo® Cantina; Club Tattoo, featuring some of the best tattoo artists and body piercers in the nation. Miracle Mile Shops guests enjoy adjoining access to Planet Hollywood, with 2,500 beautifully redesigned rooms and suites and Elara by Hilton Grand Vacations featuring 1,201 units and four penthouse floors. Miracle Mile Shops is owned by an affiliate of Institutional Mall Investors LLC, a joint venture between Miller Capital Advisory and CalPERS.

For more information, call 702.866.0710 or visit www.miraclemileshops.lv.com. Keep up with the latest Miracle Mile Shops news via [Facebook](https://www.facebook.com/miraclemileshops), [Twitter](https://twitter.com/miraclemileshops), [Instagram](https://www.instagram.com/miraclemileshops) and [YouTube](https://www.youtube.com/miraclemileshops).

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