

FOR IMMEDIATE RELEASE



Marina Bay Sands Singapore

MARINA BAY SANDS® LAUNCHES CORPORATE LICENSING PROGRAM

Marina Bay Sands®, the newest integrated resort offering from Las Vegas Sands Corporation, selects Fame Farm™ to direct the brand's corporate licensing program.

Las Vegas, NV, February 2, 2011 – Marina Bay Sands, the newest integrated resort offering from Las Vegas Sands Corporation, launches a corporate licensing program selecting Fame Farm to direct the campaign.

Marina Bay Sands, the newest integrated resort offering from Las Vegas Sands Corporation, is Asia's leading destination for business, leisure and entertainment. The landmark building is situated in the heart of Singapore's Central Business District and transforms Singapore's skyline and the country's tourism landscape. The Marina Bay Sands destination offers a luxury hotel, state-of-the-art convention and exhibition facilities, theaters, world-class entertainment and the finest shopping and dining in the region. The three hotel towers are crowned by the Sands SkyPark on the 57th story.

Marina Bay Sands offers a rich assortment of brand assets which may be leveraged to provide exceptional licensing opportunities for a broad range of product and service categories. The new Marina Bay Sands licensing program centers on branded sensory offerings that incorporate and reference the property's unique strategic ingredients. The program includes all of the destination's impact centers including the Sands SkyPark®, Art Path, ArtScience Museum and SweetSpot®.

"We are excited about the depth of rich opportunities that the Marina Bay Sands brand offers to its licensees. The new destination is an overwhelming financial success and its licensing partners are provided the support necessary to directly tap into the destination's valuable hotel, convention, shopping, dining and entertainment offerings. The Marina Bay Sands licensed products will serve as an extension of the once-in-a-lifetime Marina Bay Sands on-site experience." emphasizes Fame Farm CEO, Michael Feder.

The program plans to garner initial acquisitions in the food and beverage category followed by partnerships in the apparel, fashion accessories, jewelry and personal care categories.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment acts and will include our resident performance *The Lion King*. Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which will play host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com.

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About Fame Farm

Fame Farm is a full-service licensing agency and marketing firm representing entertainers, artists, personalities, brands and corporations. Fame Farm develops and executes strategic and innovative applications designed to secure brand extension, brand license acquisition and tactical marketing partnerships. Fame Farm is where famous brands come to grow. Please visit www.FameFarm.com

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