

Prairie Meadows
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FOR IMMEDIATE RELEASE

Prairie Meadows Unveils All-New, User-Friendly Website

Rewards Portal Offers Easy Management of Prairie Gold Rewards Accounts

December 6 – Altoona, IA. Prairie Meadows recently launched a new website, created with the user in mind. The mobile-friendly site features an uncluttered design, easy navigation, and a portal dedicated to the Prairie Gold Rewards program. The new website went live on November 16, 2016, and is located at the same address: www.prairiemeadows.com.

"With this new site, we really wanted to focus on enhancing the user experience – especially on mobile," said Mary Erickson, Advertising and Digital Media Manager at Prairie Meadows. "Step one was simplifying our navigation, but we've also made it easier to book hotel rooms, buy entertainment tickets, find upcoming promotions, view our dining menus, and much more."

The site was designed by Blue Compass, an industry-leading digital marketing company based in Des Moines, Iowa. The company used the latest technology to ensure the site would load quickly, be compatible with today's browsers, and display properly on mobile devices such as smartphones and tablets.

"Prairie Meadows has made huge strides this year to put our guests first, and I feel we've continued that vision with this new site," said Erickson. "Our new Prairie Gold Rewards Program opened up an array of opportunities and perks for our guests. And we wanted to carry that momentum over to the website by adding the My Rewards portal that guests can access anywhere, at any time."

Prairie Meadows launched the Prairie Gold Rewards program in the fall of 2016. By building the My Rewards portal, Prairie Meadows has added another layer of convenience to the revamped program. My Rewards allows program members to easily check their reward points and status.

Important information and updates on promotions, events, racing, and other offerings at the property will be added to the site on a regular basis. Visitors are encouraged to explore the website and register for a My Rewards account at <https://pminfo.prairiemeadows.com/myrewards/my-rewards-signup.php>

About Prairie Meadows

Prairie Meadows began operations as a non-profit organization in 1989 with the goal of promoting economic development, jobs, agriculture, and tourism in the state of Iowa. Through taxes, grants, and charitable donations, Prairie Meadows has given more than \$1.6 billion to the state of Iowa. Prairie Meadows offers more than 2,000 slot machines, table games, live and simulcast racing, hotel accommodations, entertainment, and more.

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