



DRINKS ARE ON US!!

PLANET HOLLYWOOD RESORT & CASINO LAUNCHES NEW IN-ROOM BOTTLE SERVICE PROGRAM
MAKING EVERY GUEST A VIP AND ADDING TREMENDOUS VALUE TO THE LAS VEGAS EXPERIENCE

Las Vegas, NV – May 8, 2009 – Planet Hollywood Resort & Casino announced today its newest guest room amenity. To support its commitment to offer the very best Las Vegas experience, the resort has launched a unique in-room service, “DRINKS ARE ON US,” taking bottle service to the next level—into the guest rooms.

“Today’s Las Vegas traveler is not looking for the typical; they are looking for a resort that provides a total experience – not just a place to sleep,” said Tom McCartney, president and CEO of Planet Hollywood Resort & Casino. “We are constantly looking for the next service that will keep our guests happy and coming back for return visits. By including a bottle of the guests’ choice as part of our room package we believe we are addressing a demand—more services at a better value. Our “Drinks Are On Us” program delivers something unique to our guests and we are confident it will quickly become one more factor travelers will use as they make their accommodation decisions. “

Under this new offering, guests who book online at www.planethollywoodresort.com will receive one complimentary bottle of their choice from the “Drinks Are On Us” menu each night during the duration of their stay at Planet Hollywood Resort & Casino. The PH “Drinks Are On Us” menu offers a choice of select spirits, which include vodka, gin, tequila, rum, whiskey, wine or champagne.

Setting a new standard for guest services and amenities, Planet Hollywood Resort & Casino continues to deliver the *best* Vegas experience - the *best* just got better with the addition of “Drinks Are On Us.”

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ABOUT PLANET HOLLYWOOD RESORT & CASINO

Planet Hollywood Resort & Casino is a joint venture partnership involving Robert Earl, Founder and CEO of Planet Hollywood International Inc, Bay Harbour Management LLC, and Starwood Hotels & Resorts Worldwide Inc and is a member of the Starwood Preferred Guest program. The hottest property on the Las Vegas Strip, Planet Hollywood features over 100,000 square feet of gaming, fine dining restaurants, an award-winning buffet, casual dining options, lounges, nightclubs, a full service spa and is home of PEEPSHOW. The property is encircled by Miracle Mile Shops with over 170 specialty stores and restaurants. For more information log onto www.planethollywood.com or call 1-877-333-9474 (PHRC).

MEDIA CONTACT:

Amy Sadowsky 702-785-9155 or asadowsky@planethollywood.com
Andrea Roqueni 702-785-9157 or aroqueni@planethollywood.com