



TOWERS
BY WESTGATE

FOR IMMEDIATE RELEASE

PH Towers by Westgate Celebrates It's Topping-Off

Las Vegas, NV, July 2, 2008- **David A. Siegel**, president and CEO of Westgate Resorts, **Robert Earl**, co-chairman of the Planet Hollywood Resort & Casino, **Mike Mecca**, president and CEO of Planet Hollywood Resort & Casino, **Sylvester Stallone**, **Governor Jim Gibbons**, civic leaders, government officials, employees and friends of Westgate Resorts all joined together to celebrate the topping-off of **PH Towers by Westgate** project - the tallest timeshare building in history and first vacation ownership resort to be fully integrated with a major resort & casino complex, Planet Hollywood Resort & Casino.

The patriotic-themed topping-off - which is the safe and successful attainment of the highest point of vertical construction - event included the raising a 50-foot American flag to the top of the building and featured entertainment by American country singer and songwriter Lee Greenwood, best known for his hit *God Bless the USA*.

PH Towers by Westgate is a soaring glass tower which stands 52-stories high and encompasses 1.9 million square-feet. When the project is fully completed, the PH Towers by Westgate will total 3.2 million square-feet and over 1200 units. The top five floors of the tower will consist of 32 luxury penthouse units ranging in size from 4,000-12,000 square-feet. The remainder of the building will be comprised of one-, two-, three-, and four-bedroom luxury timeshare units that rival the best suites on The Strip in both features and décor. Units will have custom designed interior furnishings that include a state-of-the-art home theater, high-definition flat-panel televisions, relaxing whirlpool tubs, and uncompromised views of the Las Vegas skyline. One of the many unique features of **PH Towers by Westgate** will be a sleek and upscale lobby that directly overlooks an exotic tropical pool, complete with a sandy beach and private cabanas. The project will also include its own restaurant, casino, retail shops and convention center. Phase I Construction of **PH Towers by Westgate** commenced in January 2006 and is set for completion in summer of 2009.

"I am especially proud that our development is located at the most significant location on the Las Vegas Strip," said Siegel. "We are the world's first vacation ownership resort directly connected to a major resort, casino and retail mall complex, and surrounded by the most prestigious properties in Las Vegas. We believe **PH Towers by Westgate** will provide our 400,000 timeshare owners with vacation experiences unavailable anywhere else in the world."

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ABOUT WESTGATE RESORTS

With 28 resorts and over 400,000 owners worldwide, Westgate Resorts is the largest privately owned timeshare company in the world and one of the largest resort developers in the United States. The company, founded in 1970 by David A. Siegel, provides affordable luxury vacation accommodations and exchange opportunities through exclusive affiliation with Interval International, which offers worldwide travel solutions at over 2,000 resorts in over 65 countries. More information is available at www.westgateresorts.com.

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 new property on the Las Vegas Strip, Planet Hollywood Resort & Casino 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 the home of STOMP OUT LOUD. 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).

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