



Planet Hollywood International Inc. To Launch New Branding Division

Las Vegas, NV- June 24, 2008- Following the successful launch of its first mega-resort, Planet Hollywood International Inc. today announced that it has created a new division to oversee its plans for international brand expansion. The new branch will work to quickly expand the Planet Hollywood brand as it develops hotel and vacation ownership properties both domestically and internationally. Planet Hollywood entered the hospitality business four years ago when it purchased Planet Hollywood Resort & Casino in a partnership that includes Bay Harbour LLC, Robert Earl and Starwood Hotels & Resorts.

As part of the announcement of the new division, Planet Hollywood named William (Bill) Feather the President of Planet Hollywood Resorts Management, LLC. In his new position Feather will be responsible for expanding the Planet Hollywood brand in the hotel and vacation ownership industries and will remain based out of Las Vegas. While taking on his new role, Feather will continue to manage the hotel and food & beverage operations at the flagship Planet Hollywood Resort & Casino in Las Vegas. Feather's first project with the new company will be the launch and management of Planet Hollywood Towers a partnership between Planet Hollywood and Westgate Resorts, set to open in 2009.

"With the success of our Las Vegas resort, the time is right to move forward with plans for rapid expansion of our brand. Having Bill as the president of Planet Hollywood Resorts Management, allows us to start our newest undertaking with a tremendous advantage," said Robert Earl, Chairman of Planet Hollywood International, Inc. "His years of experience and standing in the industry make him the ideal candidate to develop the brand both in the United States and internationally. With the upcoming completion of the PH Towers by Westgate, it was the perfect time to begin looking outward and move toward the larger goals we had set in motion. Bill will be a tremendous asset to our organization and we are delighted to have him launch this vision."

"I am excited to be a part of this experience as we build the Planet Hollywood Hotel portfolio of properties. Planet Hollywood has a long commitment to an exceptional customer experience and I look forward to growing that reputation in the hospitality sector," said Mr. Feather. "With the expansion and commitment to excellence that are rooted at the core of the company, it is a certainty that Planet Hollywood Resorts Management will be a powerhouse brand in the industry in a very short time."

Feather, a longtime Starwood Executive with over 25 years of hotel experience including regional responsibilities for Starwood in Dallas, Boston, and Southern California, has most recently been Executive Vice President of Hotel and Food & Beverage for Planet Hollywood Resort & Casino in Las Vegas.

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. For more information, log onto www.planethollywood.com.

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