

**PLANET HOLLYWOOD RESORT AND CASINO TO CELEBRATE GRAND OPENING
WITH THREE DAYS OF NON-STOP ENTERTAINMENT NOVEMBER 15-17**

Las Vegas' biggest party ever to have something for everyone including special performances and celebrity red carpet arrivals on the Las Vegas Strip

(Las Vegas, NV) Wednesday, October 31, 2007— Robert Earl, co-chairman of the Planet Hollywood Resort and Casino, announced an all-star line up for the property's Grand Opening Celebration to be held November 15th thru 17th. The weekend will feature headliners performing in the Mezz Theatre on Thursday and Friday and the Planet Hollywood Theatre on Saturday. There will also be intimate performances in the Grand Ballroom throughout the weekend.

"We are throwing the biggest party Las Vegas has ever seen and we are excited about our entertainment line-up," said Earl. "With the headliners and intimate performances throughout the weekend our guests will be treated to an entertainment experience they will never forget."

The festivities kick off on the evening of Thursday, November 15 when comedian Kat Williams debuts his new film, KATT WILLIAMS AMERICAN HUSTLE: THE MOVIE, in the Mezz Theatre. Williams will be on hand to introduce the screening to his fans.

On Friday night invited guests will be treated to a private performance by Jon Stewart in the Mezz Theatre and, after his show, the party continues in the ballroom with Bruce Willis and the Bruce Willis Blues Band, celebrity DJ DMC (Darryl McDaniels), and Big Bad Voodoo Daddy as well as other surprise guests.

Barbra Streisand will appear at a private party on Saturday night at the Planet Hollywood Theatre in front of celebrities, local dignitaries and other invited guests. Later in the evening, Earth Wind & Fire and Sugar Ray will keep the celebration in full swing as they play for party goers in the Grand Ballroom.

Planet Hollywood Resort & Casino will host a wide range of celebrities from all walks of the entertainment industry throughout the weekend who, in addition to attending the performances, will also enjoy the resort's amenities including new restaurants, nightclubs, a transformed and expanded gaming floor and remodeled rooms. On Saturday night, the front of the resort, which has already changed the look of the Las Vegas Strip with its high tech façade, will play host to a celebrity-filled red carpet celebration that is open to the public.

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

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