

## PLANET HOLLYWOOD RESORT & CASINO ANNOUNCES FALL PLANS

### RESORT TO CELEBRATE TWO MAJOR EVENTS: THE GRAND OPENING PARTY AND ITS FIRST RED CARPET WORLD PREMIERE, RESIDENT EVIL: EXTINCTION

Planet Hollywood Resort & Casino announced today two exciting events for the fall. The dates for the weekend long, celebrity filled grand opening celebration have now been set for Friday, November 16 and Saturday the 17th. Additionally, the property's first premiere of a major motion picture will be held on Thursday, September 20, with the world premiere of Screen Gems' Resident Evil: Extinction featuring the stars of the film walking the red carpet.

In preparation for the star studded grand opening celebration, Planet Hollywood Resort & Casino has already revealed its new look, reflected in its stunning lobby and breathtaking new casino. The property continues to unveil elements of its extraordinary transformation and, by the grand opening weekend, will have substantially completed room renovations with approximately 1500 guest rooms remodeled and the remainder completed shortly thereafter. The highly anticipated restaurants including Strip House and KOI, and the new lounges and clubs, including Privé, will all be open by the grand opening weekend.

"In April we promised Las Vegas we would throw the biggest party this town has ever seen," said co-chairman, Robert Earl. "Today we are thrilled to be announcing two major parties in the fall; our property-wide weekend grand opening celebration in November, and, in September, the exclusive world premiere of Resident Evil: Extinction, the first of many world premiere events to be held on property."

Planet Hollywood kicks off the fall with the star studded world premiere of Resident Evil: Extinction. To celebrate this, the first of many world premiere events, the façade of the building facing Las Vegas Boulevard will feature two huge banners announcing the opening of the film and the world premiere location. The movie theme will be matched inside the casino with the BMW motorcycle and other memorabilia featured in the film prominently on display on the casino floor and gaming tables themed with images from the movie. The stars of the film including Milla Jovovich, Ali Larter, Ashanti, Oded Fehr and Mike Epps will attend the red carpet event. Resident Evil: Extinction will be premiered using the property's new state-of-the art digital projection equipment. Resident Evil: Extinction opens nationwide on September 21, 2007.

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#### *ABOUT PLANET HOLLYWOOD RESORT & CASINO*

The 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. Currently offering the complete Las Vegas experience, the Planet Hollywood Resort & Casino is the newest resort on the Las Vegas Strip. The property boasts more than 2,500 oversized rooms and suites; the famous Theatre for the Performing Arts, currently featuring Hans Klok - The Beauty of Magic, the all new showroom with STOMP OUT LOUD; award-winning dining; 75,000 square feet of meeting space; more than 100,000 square feet of non-stop gaming action, including the elegantly appointed High Limit Casino; and Miracle Mile Shops with more than 170 specialty stores, 15 restaurants and live entertainment. The Planet Hollywood Resort & Casino is also home of award-winning Planet Hollywood Spa by Mandara and The Chapel. The Planet Hollywood Resort & Casino is a member of Starwood Preferred Guest program. For more information, [www.planethollywood.com](http://www.planethollywood.com), or call 1-866-919-PHRC (7472).



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