



PRESS RELEASE

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AUGUST 2009: VEGAS TO GET A NEW TOP DOG

Legendary Pink's Hot Dogs to open Strip-front location at Planet Hollywood Resort and Casino

Las Vegas, Nevada (June 10, 2009) – In August 2009, legendary Hollywood hotspot, Pink's Hot Dogs will open a new location in Las Vegas. Pink's Hot Dogs Las Vegas will be located within Planet Hollywood Resort & Casino, at the south end of the property and directly accessible to foot traffic walking along Las Vegas Blvd.

Pink's Hot Dogs Las Vegas will be holding a job fair in July and is expecting to hire between 30 to 35 people for positions that will range from bartenders to line cooks and managers.

“With its blend of celebrity kitsch, quality food and great value, this is a perfect time to bring the iconic Pink's brand to Las Vegas,” said Las Vegas restaurateur Billy Richardson, the CEO and creative mind behind LBS: A Burger Joint and the new Pink's Hot Dogs Las Vegas. “With its prime location right on the Las Vegas Strip, Pink's will enjoy tremendous foot traffic and will bring a new ‘gourmet fast-food’ flare to Las Vegas.”

Approaching their 70th Anniversary, Pink's originated in Los Angeles as a family-owned hot dog stand in 1939 and evolved into a West Coast icon. Pink's is known as “Home of the World's Best Chili Dog,” a title earned for the recipe specially developed by founder, Betty Pink. The hot dogs are all beef with natural casing and make a mouth-watering snap when you sink in your teeth. Enjoyed for years by Hollywood celebrities ranging from Robert Goulet to Snoop Dogg, Pink's hot dogs have become a cultural phenomenon and can be ordered in dozens of delicious variations.

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The 1,900 sq. ft., Las Vegas hot dog joint will offer 14 varieties of hot dogs, including its top dogs: the Stretch Chili Cheese Dog, Chicago Polish Dog and Rosie O'Donnell Long Island Dog. In addition to the hot dogs, other delectable items will be served such as burgers with sides such as fries, coleslaw and chips and salsa. Exclusive to the Las Vegas location, Pink's will offer alcoholic beverages to their customers, as well as indoor and outdoor seating.

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 restaurant, 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).

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