



PLATINUM HOTEL & SPA LAS VEGAS

PLATINUM HOTEL TO OFFER 'ADULT' ENTERTAINMENT ON THE STRIP

When the words 'platinum', 'strip' and 'adult entertainment' feature prominently in a story about Las Vegas, there are certain conclusions for the reader to leap to. But in this case they would be the wrong conclusions. The Platinum is no stripjoint. Instead it is a 17-floor condo-hotel, just a block and a half off the main Vegas Strip, and the audience it is aiming for is adult in the 'grown-up-and-sophisticated' sense of the word, not the 'tall-enough-to-reach-the-top-shelf' sense. Its USP – and in Vegas, any new

entrant to the market needs a selling point – is that the Platinum doesn't have a casino. And in Vegas that is unusual, if not unique.

Instead the Platinum aims to provide "a nice quiet place to unwind that's still close to all the action."

So the adults who stay there can have all the entertainment they want on the Strip, but a short walk away they can retire to an intimate hotel with the emphasis on fine dining not fast food, a spa where the casino would normally be and well appointed rooms rather

than a rollercoaster through the lobby. The hotel will open in June 2006, with 255 suites offering impressive views of the Strip and the mountains.

The Platinum is also one of the first Vegas properties to open as a 'condo-hotel'. As such guests can expect home comforts including 42" wall-mounted plasma HDTVs, a full kitchen, electric fireplaces, whirlpool baths, and private outdoor terraces.

"We will provide a terrific hotel experience so that our guests can work as much as they need to, and play

as hard as they want to," says Peter Rockwood, vice president and general manager of the Platinum.

The hotel is co-owned and operated by Marcus Hotels and Resorts, a division of the Marcus Corp, which owns or manages twelve hotels and resorts in Wisconsin, California, Illinois, Minnesota, Missouri and Texas. The group also owns or manages a chain of 45 cinema multiplexes in the central states of Wisconsin, Illinois, Minnesota, and Ohio.

www.marcuscorp.com