

**IT'S YOUR TIME TO SHINE
PH TOWERS STARTS ITS GLOBAL RECRUITMENT DRIVE TO
HIRE 800 HOSPITALITY PROFESSIONALS**

Las Vegas, NV, JULY 22, 2009 – Planet Hollywood Worldwide Resorts announced today that PH Towers, a luxury all-suite resort currently being built adjacent to the company's famed Planet Hollywood Resort & Casino, has begun recruiting applicants for the resort's 800 available jobs.

"PH Towers, which sits in the center of the city and is the brightest light on The Strip, offers one of the most exciting and extremely rewarding job opportunities for hospitality professionals," remarked Bill Feather, President of Planet Hollywood Worldwide Resorts. "Our recruitment drive is a declaration of Planet Hollywood's commitment to create new job opportunities during the current economic climate. Job seekers will find tremendous opportunities at our new property and I encourage individuals who consider themselves as potential PH Towers brand ambassadors to apply online."

PH Towers is accepting applications for both hourly and salaried positions in hotel operations, housekeeping, food and beverage, security, facilities and guest services. To learn more about a specific job or to apply online, please visit <http://www.phtowers.com> and click on "Employment."

In anticipation of the opening this fall, PH Towers will host a 2 day Job Fair.

July 30th and 31st

July 30

9am-12pm: Housekeeping and Public Area (EVS)

3pm-5pm: Facilities and Security

July 31

9am-12pm: Food & Beverage, Front Office and Front Services

3pm- 5pm: Management positions

PH Towers will offer competitive wages and benefits package that include healthcare coverage options and a 401(k) plan. Additionally, all PH Towers team members receive complimentary meals in the team member dining room per each eight-hour shift.

About PH Towers

A soaring 52-stories glass tower in the center of the famed Las Vegas Strip featuring a lushly landscaped tropical pool, PH Towers is comprised of over 1,200 luxuriously appointed all-suite accommodations and 28 exclusive penthouses. Custom designed interior furnishings that include a **fully-functional stainless steel**

kitchen, state-of-the-art home theater, washer & dryer units, high-definition flat-panel televisions, relaxing whirlpool tubs, and uncompromised views of the Las Vegas skyline, are all part of the PH Towers experience.

PH Towers is the first vacation ownership resort in Las Vegas to be fully integrated with a major resort & casino complex, Planet Hollywood Resort & Casino. PH Towers offers numerous unique features including: a sleek and upscale lobby with floor to ceiling windows that directly overlooks an exotic tropical pool, complete with a sandy beach surrounded by 32 private cabanas and a grand entrance connecting directly to the Miracle Mile Shops at the Planet Hollywood Resort & Casino; a poolside bar that features the ultimate see-and-be-seen scene in Las Vegas; gift shop; 24-hour concierge; and private entrance off of Harmon Avenue. As an added highlight, guests of the PH Towers will have full access to all the countless perks, amenities and services that Planet Hollywood Resort & Casino has to offer.

Additional information regarding PH Towers reservations can be found by visiting <http://www.phtowers.com> or by calling (877) 90-TOWER (8-6937).

###

ABOUT PLANET HOLLYWOOD RESORT & CASINO and PLANET HOLLYWOOD WORLDWIDE RESORTS

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 Resort & Casino features over 100,000 square feet of gaming, fine dining restaurants, an award-winning buffet, casual dining options, lounges, nightclubs, a full service spa and is the home of PEEPSHOW. The property is encircled by Miracle Mile Shops with over 170 specialty stores and restaurants. For more information log onto <http://www.planethollywood.com>, call 1-877-333-9474 (PHRC) or follow us on Facebook (Planet Hollywood Resort & Casino).

Planet Hollywood Worldwide Resorts - Conceived by the same team behind the internationally successful Planet Hollywood brand and the highly touted Planet Hollywood Resort & Casino, Planet Hollywood Worldwide Resorts leverages brand recognition and loyalty, a myriad of strategic alliances and its management team's vast experience to drive incremental profit for its partners. Inspired by today's discerning business and leisure traveler, Planet Hollywood Worldwide Resorts offers great style, affordable; taking the hospitality industry to a new level. Offering something for every audience, each different in feel but similar in its modern and luxurious sensibilities.

MEDIA CONTACT:

Amy Sadowsky, Planet Hollywood Resort & Casino: (702) 785-9155
or asadowsky@planethollywood.com
Andrea Roqueni, Planet Hollywood Resort & Casino: (702) 785-9157
or aroqueni@planethollywood.com