



**PLANET HOLLYWOOD TIMES SQUARE
ROLLS OUT THE RED CARPET FOR
THE ULTIMATE NEW YEAR'S EVE PARTY**

**TICKETS ARE ON-SALE NOW
IT'S YOUR CHANCE TO RING IN 2011 AT THE
WORLD-FAMOUS PARTY AND BALL DROP!**

WHAT: Planet Hollywood Times Square - - opens it's doors to the public and sells tickets for what is sure to be the hottest New Year's Eve party in Times Square.

Guests at this exclusive New Year's Eve celebration will be treated to a full dinner buffet, open bar, ongoing entertainment with a live DJ, party favors, balloon drop, midnight champagne toast and live video coverage on over 50 TV screens and monitors for the spectacular ball drop.

Guests between the ages of 13 and 20 years must be accompanied by a parent.

PRICING: Planet Hollywood Times Square offers a range of ticket options so you can create the evening that is right for you.

\$250 - - GENERAL ADMISSION TICKET

\$350 - - VIP TICKET; also includes reserved table seating

\$1,100 - - SUPER VIP TICKET; also includes exclusive use of the Super VIP street level area with windows into Times Square. Limited to 35 Super VIP guests, there is guaranteed seating, an upgraded buffet, ultra-premium brand open bar and access to the main party floor.

All rates are inclusive of tax and service charge

WHEN: 8:00 pm – 1:00 am - - SUPER VIP & VIP GUESTS
9:00 pm – 1:00 am - - GENERAL ADMISSION GUESTS
Friday, December 31, 2010

WHERE: Planet Hollywood Times Square - - 1540 Broadway (corner of 45th Street)

PR CONTACT: Ayana Brown/Planet Hollywood - - 212-333-7822 or abrown@planethollywoodintl.com

**For ticket information, please call the sales team at 212-265-2404 between 9 am & 7 pm
or email: newyareseveinfo@planethollywoodintl.com**

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