



## **BRITNEY SPEARS REVEALS TWO-YEAR RESIDENCY AT PLANET HOLLYWOOD RESORT & CASINO WITH MAJOR EVENT STAGED IN NEVADA DESERT**

*Tickets to “Britney: Piece of Me” to go on-Sale Friday, Sept. 20 at 10 a.m. PT*

*Suggested Tweet: It’s official! @britneyspears to open new show @phvegas starting Dec. 27! Tix on-sale Sept. 20 #PlanetBritney <http://bit.ly/1eFp0E2>*

**LAS VEGAS** (Sept. 17, 2013) – It’s official. Britney Spears is heading to Las Vegas. One of pop music’s biggest superstars revealed the much-anticipated announcement this morning with a live interview on ABC’s Good Morning America. With rumors swirling for months about a potential residency at Planet Hollywood Resort & Casino, the pop music icon confirmed the news in grand fashion with a dramatic event staged in the middle of the Nevada desert.

More than 1,300 people coordinated a large card stunt, more than 10 stories long and seven stories across, in the remote location to formally announce the start date of the star’s two-year [Las Vegas residency show](#), “Britney: Piece of Me.” Britney will simultaneously usher in a new era of entertainment in Las Vegas along with the new year, as the show debuts over New Year’s Eve weekend on Friday, Dec. 27. Viewable from satellite at the latitude/longitude coordinates N35 47.65’ W115 15.70’, the cards also revealed that tickets will be available for general public sale starting this Friday, Sept. 20 at 10 a.m. PT.

**Tickets for the first 16 performances of “Britney: Piece of Me” are currently on-sale for American Express cardholders; while a special pre-sale for Total Rewards members, the loyalty program of Planet Hollywood’s parent company Caesars Entertainment, will be available starting Thursday, Sept. 19 at 10 a.m. PT. The current performance schedule is as follows:**

**December 2013:** Friday, Dec. 27; Saturday, Dec. 28; Monday, Dec. 30; Tuesday, Dec. 31

**January 2014:** Wednesday, Jan. 29; Friday, Jan. 31

**February 2014:** Saturday, Feb. 1; Tuesday, Feb. 4; Friday, Feb. 7; Saturday, Feb. 8; Wednesday, Feb. 12; Friday, Feb. 14; Saturday, Feb. 15; Tuesday, Feb. 18; Wednesday, Feb.19; Saturday, Feb. 22

Ticket prices range from \$59 to \$179, plus applicable tax and fees, and may be purchased online at [BritneyPieceofMe.com](http://BritneyPieceofMe.com) or in-person at the Planet Hollywood box office. All shows begin at 9 p.m. PT, with the exception of the special Tuesday, Dec. 31 New Year’s Eve performance, which will begin at 10 p.m. PT. Exclusive VIP table service, for up to six guests, may also be purchased by calling (866) 693-2425.

“I’m so excited to finally share this news with all of my fans,” said Britney. ““Piece of Me’ is a labor of love and I can’t wait to perform it in Las Vegas at Planet Hollywood.”

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A legendary pop icon, Britney has captivated the world with show stopping performances for more than 15 years. Now she is bringing her most spectacular show ever to Planet Hollywood Resort & Casino in Las Vegas. “Britney: Piece of Me” is a celebration of one of the most illustrious careers in music history, boasting more than 20 worldwide hits from one of the most iconic artists ever to grace the stage. Audiences will be enthralled as Britney re-imagines some of the greatest performance moments of her career, along with a glimpse of brand new material from her highly-anticipated eighth studio album.

“Britney: Piece of Me” is not only for die-hard fans, but for anyone who enjoys pop theater at its finest. Presented in a fully-reconstructed theater at Planet Hollywood Resort & Casino, the show will feature one of the largest indoor immersive stage productions in the world, creating what will be the most cutting-edge pop concert experience ever produced for Las Vegas. While the stage production is dazzling, the intimately-sized theater will allow audiences to see Britney as they’ve never seen her before. In keeping with Britney’s style and innovation, “Britney: Piece of Me” is a marriage of high-end fashion and state-of-the-art technology, housed in a nightclub/ theater complete with exclusive table and bottle service.

“This residency will revolutionize the entertainment landscape in Las Vegas,” said Kurt Melien, Caesars Entertainment vice president of entertainment. “Caesars has always led the evolution of Las Vegas entertainment. Britney’s residency will mark a new era of entertainment as the city’s first pop music resident artist. We couldn’t be more pleased to welcome one of the greatest pop icons of our time to Planet Hollywood Resort & Casino.”

This show will truly be a “piece of Britney” as she delivers the most intimate, yet dynamic, concert experience of her career, in the most modern, unique venue in all of Las Vegas.

For more information on the show and tickets, visit [BritneyPieceofMe.com](http://BritneyPieceofMe.com).

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

Planet Hollywood Resort & Casino is the newest member of the Caesars Entertainment family in Las Vegas and is a full partner in Total Rewards™. Planet Hollywood Resort & Casino has 2,500 beautifully designed guest rooms and suites showcasing some of the best views in town, Planet Hollywood encompasses more than 100,000 square-feet of gaming, several lounges, ten restaurants including Gordon Ramsay BurGR, KOI, Strip House, the award-winning Spice Market Buffet and LA’s Pink’s Hot Dogs, and the Planet Hollywood Spa by Mandara. The resort is also home to one of pop music’s biggest superstars Britney Spears’ brand new show, “*Britney: Piece of Me*,” opening Dec. 27, 2013. The property is encircled by Miracle Mile Shops with more 170 specialty stores and restaurants. For more information, visit [www.planethollywoodresort.com](http://www.planethollywoodresort.com). Find Planet Hollywood on [Facebook](#) and follow on [Twitter](#).

## **FORWARD LOOKING STATEMENTS**

This press release includes “forward-looking statements.” You can identify these statements by the fact that they do not relate strictly to historical or current facts. These statements contain words such as “may,” “will,” “project,” “might,” “expect,” “believe,” “anticipate,” “intend,” “could,” “would,” “estimate,” “continue,” “pursue,” or the negative or other variations thereof or comparable terminology. These forward-looking statements are based on current expectations and projections about future events. You are cautioned that forward-looking statements are not guarantees of future performance or results and involve risks and uncertainties that cannot be predicted or quantified. Any forward-looking statements are made pursuant to the Private Securities Litigation Reform Act of 1995 and, as such, speak only as of the date made. We disclaim any obligation to update the forward-looking statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date stated or, if no date is stated, as of the date of this press release.

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