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CONTACT: Larry Fink/Chris Walters
(702) 942.6843/(702) 942-6867
larry.fink@palms.com
chris.walters@palms.com

SUNSET TAN COMES TO PALMS PLACE

...Hotel, Condo, Spa to open famed tanning salon soon to be seen on new E! reality series...

LAS VEGAS (May 10, 2007) – L.A.’s most successful, upscale tanning salon is coming to Palms Place! The Palms Casino Resort has announced that its multi-million dollar hotel, condo and spa project will be the future site for the famed tanning studio, Sunset Tan. Exclusive to Los Angeles and known for its celebrity clientele, Sunset Tan has provided the star treatment to Lindsay Lohan, Jessica Alba, Jennifer Lopez, the Hilton sisters and Britney Spears since opening in 2003.

At Palms Place, Sunset Tan owners Jeff Bozz and Devin Haman will build their sixth ultra modern sun-spa within the world-class, 50,000 square foot pool and spa enclave that includes the only Hammam in Las Vegas. The tanning salon will have eight separate treatment rooms that feature five, state-of-the-art European tanning beds, two sunless spray rooms and a custom bronzing airbrush room. Mobile airbrush machines will also be on hand for custom bronzing within the privacy of the condominium-suites.

“Sunset Tan will be the perfect addition to Palms Place,” said Palms owner George Maloof. “The brand is synonymous with luxury, sophistication, and celebrity...they provide the most unique services in their industry to their guests, and that’s exactly what the Palms is all about.”

The mega-brands have something else in common: reality television. This month, E! Networks will debut the new reality series, *Sunset Tan*. The new half hour series will follow the wild dynamics of Sunset Tan staff amidst the non-stop stories of models, 90210-ers, tan-orexics and celebrity drop-ins. No stranger to reality television, the Palms is recognized worldwide as the home of MTV’s *Real World: Las Vegas*, as well as E!’s *Party at the Palms* and has already accommodated film crews in Las Vegas for this new series as the Sunset Tan owners plan their Palms opening.

“We are extremely excited to have teamed up with the Maloof family and feel so fortunate to have the opportunity to be aligned with such a powerful brand,” said Sunset Tan co-owner, Jeff Bozz. “We look forward to making our mark in Las Vegas and sharing in the success of Palms Place.”

The *Sunset Tan* series debuts Monday, May 28, 2007, at 10:30 p.m. ET/PT on E! and then will air in its regular time slot on Sundays at 10:30 p.m. ET/PT.

Palms Place is currently accepting hotel reservations with occupancy expected early 2008. The 47-story condominium-suite hotel and spa will feature 599 spacious studios, one-bedroom and two-bedroom suites, and spectacular penthouses. Residents and guests alike will enjoy on-site dining, 24-hour room service, a private bar and lounge, resort concierge service and a business center as well as 24-hour hotel services including valet, bell, front desk, housekeeping and security. In addition, guests of Palms Place will have direct access to the Palms Casino Resort and its award winning gaming, dining and nightlife via the SkyTubeSM, an elevated, enclosed moving walkway that joins the two complexes.

For more information on bookings and group reservations, contact Charles Mullins, National Sales Manager, at 702.942.6878 or via e-mail at charles.mullins@palms.com, or visit www.palmsplace.com.

The Palms Casino Resort, heralded as one of Las Vegas' hippest resorts, is an all-encompassing, one-stop resort destination. Owned by the Maloof family, the 703-room property boasts a diverse mix of bars and restaurants and a 95,000-square-foot casino. Amenities include the legendary Playboy Club – the first and only club of its kind to open in 25 years; The Pearl Concert Theater; Moon Nightclub; Nove Italiano; Little Buddha; The Palms Pool & Bungalows; Palms Spa and AMP salon; Brenden Theatres, a 14-theatre Cineplex; Rain Night Club; ghostbar; Hart and Huntington Tattoo Company; and over 60,000 square-feet of meeting space. The Palms is home to the *Real World: Las Vegas* and Bravo's *Celebrity Poker Showdown*, as well as E!'s *Party at the Palms*, hosted by Jenny McCarthy, and A&E's *Inked*. The resort features the hottest collection of Fantasy Suites including the Erotic Suite with its trademark Show Shower, the Real World Suite, as seen on MTV, and the Hardwood Suite, the only hotel room in the world with its own basketball court. E!'s *Girls Next Door*, VH1, MTV and CSI feature the Palms on a regular basis and the Victoria's Secret Angels made the Palms a featured destination on their "Angels Across America" tour. The Palms Casino Resort is located just west of the Las Vegas Strip and I-15 on Flamingo Road. For room reservation information, call toll free at (866) PALMS-RES, (866) 725-6773, or visit www.palms.com. For groups of 15 rooms or more, contact the Sales Department at (866) PALMS-MTG or (866) 725-6768.