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CHRISTIAN AUDIGIER THE NIGHTCLUB BRINGS FASHIONABLE NIGHTLIFE TO LAS VEGAS

Pure Management Group and Celebrated Fashion Designer Style The Strip with Premier Nightlife Destination, July 2008

LAS VEGAS – Nightlife and dining pacesetter Pure Management Group and famed fashion designer Christian Audigier have teamed up to create the hottest new club on The Strip, Christian Audigier The Nightclub at Treasure Island.

“Quite simply, it feels amazing,” said Audigier, partner of Christian Audigier The Nightclub, “I feel like I can do anything and this is just another facet of who I am. I have so much to offer this world from what you wear to how you relax, party and enjoy life. This is an extension of how I do it and everyone will be able to do it with me. Let’s party!”

Known worldwide as a creative genius in the fashion industry, Audigier has popularized and created such lines as Ed Hardy, Smet, Crystal Rock and his namesake Christian Audigier. His rock ‘n’ roll, glam-inspired style is celebrated throughout The Nightclub with works of art designed by Audigier, customized staff uniforms and splashes of his signature elements which along with the acclaimed VIP service that Pure Management Group provides creates the most over-the-top nightlife experience in the country.

“Fashion and nightlife are a winning combination,” said Don Voss, vice president hotel sales and marketing at Treasure Island. “We are pleased to introduce an amazing new nightlife concept to our guests, and to be partnered with preeminent brands such as Christian Audigier and Pure Management Group.”

Incorporating some of Audigier’s trademark design elements including roses, skulls and gleaming crystals, this new nightlife destination is sure to have nightclub and chic fashion enthusiasts buzzing. Anchored by a black pebble stone bar with a red mirror bar top, some of the most distinct features of Christian Audigier The Nightclub include vibrant red velvet tufted walls, black glass chandeliers, skull-and-rose encrusted mirrors and black crocodile embossed leather banquettes. The crown jewel of The Nightclub is a pair of massive jellyfish tanks, which illuminates the space creating constant art in motion.

Christian Audigier The Nightclub also has a chic outside patio element offering patrons a front row view of The Strip and the Sirens of TI show in Sirens Cove. Appealing to all club-goers, this happening hotspot features an eclectic mix of tunes from rock ‘n’ roll to progressive house music.

Christian Audigier The Nightclub officially opened its doors Independence Day weekend 2008 to make its mark on Sin City as the hottest hotspot offering supreme VIP service. It is open for business Thursday through Sunday from 10 p.m. until the early morning hours.

About Pure Management Group

Christian Audigier The Nightclub is a partnership between Treasure Island, Christian Audigier and nightlife and dining pacesetter Pure Management Group. Additional properties under Pure Management Group include sushi concept Social House at Treasure Island, PURE Nightclub, the Pussycat Dolls Lounge and Venus Pool Club at Caesars Palace, LAX Nightclub, Noir Bar and Company American Bistro at Luxor, Coyote Ugly Las Vegas at New York-New York, and Dick’s Last Resort at Excalibur, all located in Las Vegas and Aura Nightclub at Atlantis, Paradise Island, Bahamas. Pure Management Group is a leader in dining and nightlife, consistently producing innovations in style, sound and energy creating the hottest venues for all clientele.

About Treasure Island

Treasure Island is the Las Vegas destination for those seeking a sophisticated resort experience coupled with the energy and excitement for which the city is known. TI guests enjoy fashionable AAA Four Diamond accommodations, an elegant lobby and a high-energy pool highlighted by luxurious cabanas and exotic cocktails. The Sirens of TI outdoor production features a clash between a group of beautiful, tempting sirens and a band of renegade pirates. The resort also offers dynamic restaurants such as Richard Sandoval's Isla Mexican Kitchen & Tequila Bar and Social House, an energetic dining experience for sushi lovers, and one of the city's best entertainment options, Cirque du Soleil's Mystère. For more information and reservations, visit the web site at www.treasureisland.com, or call toll free at (800) 944-7444.

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