



## MIRACLE MILE SHOPS

AT PLANET HOLLYWOOD RESORT & CASINO  
LAS VEGAS

**For Immediate Release:**

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**MIRACLE MILE SHOPS AT PLANET HOLLYWOOD RESORT & CASINO  
NOW OFFERS TWO GIFT CARD OPTIONS**



Las Vegas – Miracle Mile Shops now offers co-branded Miracle Mile Shops / Planet Hollywood Resort & Casino and Miracle Mile Shops exclusive gift cards.

A **co-branded** Miracle Mile Shops and Planet Hollywood Resort & Casino gift card allows the bearer to experience the many shopping, dining and entertainment options at both properties. The universal gift card can be used at any of Miracle Mile Shops' 15 restaurants, 170 specialty stores and three theaters. The sleek new card is also accepted at the multitude of dining, entertainment and nightlife options Planet Hollywood Resort & Casino features including Strip House, Privé and STOMP OUT LOUD.

"The launch of a co-branded Miracle Mile Shops / Planet Hollywood Resort & Casino gift card allows visitors to easily experience how both properties combine to make up the hottest spot on the Las Vegas Strip," said Russ Joyner, senior vice president and general manager of Miracle Mile Shops.

A second gift card **exclusive to Miracle Mile Shops** is now available and accepted at all of the center's restaurants and 170 specialty stores as well as the Steve Wyrick, V Theater and Harmon Theaters. To purchase either of the new cards, please visit a Miracle Mile Shops management office Monday – Friday from 8 a.m. – 5 p.m.

Miracle Mile Shops, owned by David Edelstein and Aby Rosen, in conjunction with leasing and marketing consultant Robert K. Futterman & Associates LLC, is the 1.2-mile retail/entertainment complex at the heart of Las Vegas Boulevard. Due to ongoing renovations, Miracle Mile Shops now boasts many streamlined and modernized storefronts, people movers, a backlit sidewalk water feature, state-of-the-art LED video screens, crystal chandeliers and contemporary, color-coded kiosks. The center benefits from its excellent street access and serves the 38 million tourists who visit Las Vegas each year. Miracle Mile Shops features 15 restaurants, live entertainment and 170 specialty stores including retail brands such as H&M, Urban Outfitters, Marciano, Quiksilver, bebe, Sephora, French Connection, Betsey Johnson, Frederick's of Hollywood, and True Religion Brand Jeans. For more information, visit [www.miraclemileshops.lv.com](http://www.miraclemileshops.lv.com).

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**For More Information**

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