



MIRACLE MILE SHOPS

AT PLANET HOLLYWOOD RESORT & CASINO
LAS VEGAS

VOLCOM OPENS ITS FIRST LAS VEGAS LOCATION AT MIRACLE MILE SHOPS

Volcom's first Las Vegas location is now open inside Miracle Mile Shops at Planet Hollywood Resort & Casino. A fashion-forward retailer, Volcom features young men's and women's clothing, accessories and related products. Inspired by snowboarding and skateboarding, Volcom's Miracle Mile Shops location touts t-shirts, fleece, jackets, board shorts, denim, outerwear and more.

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, Ben Sherman, Quiksilver, bebe, Sephora, French Connection, Betsey Johnson, Frederick's of Hollywood and True Religion Brand Jeans. For more information, visit www.miraclemileshopslv.com.

###

For More Information

Brad Seidel / Lindsey Rathjen, Kirvin Doak Communications: (702) 737-3100