



The AXIS Fact Sheet

The AXIS at Planet Hollywood Resort & Casino is the largest theater on the Vegas Strip and one of the largest proscenium theaters in the United States. The new theater brings a contemporary feeling of intimacy and an experience that has never been felt before. Designed by global architectural firm Gensler, the venue will host a variety of events ranging from concerts and award shows to charity benefits and will commence with Britney Spears' two-year residency, "Britney: Piece of Me," beginning Dec. 27, 2013.

The AXIS will be programmed and co-promoted by Live Nation Entertainment, the world's leading concert promoter and the ten-time winner of Billboard Magazine's "Promoter of the Year" award. Planet Hollywood Resort & Casino will work closely with Live Nation to book an impressive set of resident headliners and deliver top acts to an intimate theater environment unlike anything else on the Las Vegas Strip. Live Nation works with more than 2,300 renowned artists and produces 30,000 shows for more than 40 million fans around the world annually.

Planet Hollywood Resort & Casino will also introduce a new nightlife-oriented service model in The AXIS, with a dance floor and VIP table seating as important elements to the theater. In order to bring this vision to life, the property will partner with the individual who invented the most successful approach to nightlife in Las Vegas, Victor Drai, as well as his talented team.

History:

The original theater, which cost \$10 million to build, opened as the Aladdin Theater for the Performing Arts in July of 1976 with an inaugural performance by pop legend Neil Diamond. The theater quickly became a staple on the Strip boasting the biggest and best names in rock 'n' roll acts during the '70s and '80s. In 1998, a unique demolition occurred when the original Aladdin Hotel was imploded but the connecting theater was saved from destruction. The theater had been preserved because at the time the property was the only one on the Vegas Strip to have an actual performing arts theater onsite.

As construction proceeded with the new Aladdin Resort & Casino, the theater underwent a \$25 million renovation. The result was a virtual indoor amphitheater with no obstructed views and one of the widest proscenium openings. The newly-renovated hotel and theater were reopened to the public in 2000.

In 2003, Planet Hollywood and Starwood Hotels & Resorts Worldwide bought the casino from its previous owners and made renovations to the hotel. During that time the theater dropped the word Aladdin from the theater's name changing it to the Theatre for the Performing Arts. In 2007, when the name of the hotel was officially changed to Planet Hollywood Resort & Casino, the theater also changed its name to reflect the new renovations making it Planet Hollywood Theatre for the Performing Arts.

In 2012, the theater once again transformed its name to coincide with new and exciting entertainment the resort had in store for the venue. PH Live, the newly-branded hot-spot which already boasted a rich history of notable artists in the music industry once again became the premier performance hubs with new lineups ranging from Nicki Minaj to Peter Gabriel.

To continue the tradition of being one of the foremost and innovative theaters on the Vegas Strip, it was only appropriate to revamp the theater as announcements and preparations were being made for pop icon, Britney Spears' two-year residency. With state-of-the-art technology, exclusive table/bottle service and an atmosphere that provides guests with unforgettable experiences, The AXIS is a one-of-a-kind theater.

New Design:

Gensler, the leading global design firm, has introduced an innovative, mood-driven experience to the newly-renovated AXIS Theater. From the moment of arrival in the lobby, the focus is on the guest. Designed to be intimate and engaging, the elliptical lobby features a central bar, dramatic staircases and ambient lighting that sets the tone for the evening. The lobby provides an intimate club-like atmosphere, drawing guests in and inviting them to become a fabric of the experience.

As guests make their way through the dark concourse area, the focus slowly shifts from the guests to the performance space, creating excitement and anticipation prior to the event. Visual connections to the performance spaces are limited to the vomitories which provide "sneak peeks" of the theater space.

From the vomitory, the grand architectural gestures of the theater envelop audiences as state-of-the-art projections and LED lighting illuminate the signature, historic dome. Guests who have purchased VIP table seating will be pampered with world class table/bottle service operated by Drai's, the premiere nightclub service provider for the venue. As guests enjoy the evening that lies ahead of them, AXIS promises to embody the relationship between each audience member and the performer and performance stage.

Principal Features:

- Newly-renovated entrance and lobby including dramatic custom light fixture
- Upgraded concessions
- Updated theater proscenium space
- Renovated seating bowl (lounges, general admission zones)
- The stage is over 90 ft. wide and stands at 38 ft. tall
- Existing theater dome is unique structure that is over 100 ft. tall
- Table service which will include food and beverage operated by Drai's
- Drai's to provide exclusive champagne offerings including a champagne bubble bar
- The theater is 117,000 Gross Square Feet
- Capacity of theater: 4,600+ (smaller capacity)
6,700+ (full capacity with balcony open)

Sponsors:

- Panasonic
- MillerCoors

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