

Caesars Las Vegas MediaRoom

Music Superstars to Join Justin Timberlake to Benefit Shriners Hospitals for Children

CHRISTINA AGUILERA, DIDDY-DIRTY MONEY, FREESOL, LADY ANTEBELLUM, SALT-N-PEPA, SELENA GOMEZ & THE SCENE AND T-PAIN TO PERFORM AT PLANET HOLLYWOOD RESORT & CASINO'S THEATRE FOR THE PERFORMING ARTS ON SATURDAY, OCTOBER 23, 2010 Tickets On Sale Saturday, August 21 at 10 AM PDT

PRNewswire
LAS VEGAS

Grammy® and Emmy® Award-winning international superstar Justin Timberlake will bring the Justin Timberlake and Friends, a Special Evening Benefiting Shriners Hospitals for Children event back to Planet Hollywood Resort & Casino's Theatre For The Performing Arts in Las Vegas on Saturday, October 23 at 8 PM.

This year's concert will feature performances by Grammy Award®-winning talent including the multi-platinum recording artist, Christina Aguilera, Grammy Award®-winning producer, actor and mogul Sean "Diddy" Combs and his new group, Diddy-Dirty Money, Grammy Award®-winning superstars and 2010's top selling artist in all genres, Lady Antebellum, legendary Hip Hop music icons, Salt-N-Pepa, Hollywood Records artist, Selena Gomez & The Scene, platinum R&B artist/music producer, T-Pain, as well as Tennman Records artist, FreeSol.

American Express will conduct an exclusive presale, via www.ticketmaster.com for its cardholders starting Thursday, August 19 at 10 AM PDT. A limited number of VIP packages will be auctioned off starting Saturday, August 21 at 10 AM PDT and ending on Tuesday, August 31 at 12 PM PDT exclusively through www.Ticketmaster.com with reserve bids starting at \$650. The exclusive VIP Packages include premium Gold Circle seating and will be auctioned in two ticket minimums; additional package details can be obtained at www.Ticketmaster.com.

Tickets go on sale Saturday, August 21 at 10 AM PDT and range in price from \$100 to \$500 plus applicable live entertainment tax. Tickets can be purchased at the Box Offices at Planet Hollywood Resort & Casino, all Ticketmaster outlets, online at www.Ticketmaster.com, or charge by phone at 800-745-3000. All dates, acts and ticket prices are subject to change without notice. All tickets subject to applicable taxes, service and handling charges.

Justin Timberlake is the 14th celebrity to host a PGA TOUR Tournament, The Justin Timberlake Shriners Hospitals for Children Open. The concert on October 23 is one of several events during tournament week that will benefit Shriners Hospitals for Children. Attendees of the concert will also receive a ticket for admission to the final round of the tournament on Sunday, October 24. For more information on the events during the week, log on to www.jtshrinersopen.com.

About Planet Hollywood Resort & Casino

Planet Hollywood Resort & Casino is the newest member of the Harrah's Entertainment family. The hottest property on the Las Vegas Strip with 2500 beautifully designed guest rooms and suites featuring the best views in town, Planet Hollywood encompasses over 100,000 square feet of gaming, and has 75,000 square feet of meeting and convention space. The resort features fine dining restaurants including KOI and Strip House, Yolo's Mexican Grill, the award winning Spice Market Buffet, and casual dining options including LA's Pink's Hot Dogs, Earl of Sandwich and Planet Dailies for your 24 hour food cravings. The casino floor also houses multiple high energy

lounges, and for rest and relaxation the Planet Hollywood Spa by Mandara can be found on the mezzanine. Planet Hollywood is also home to PEEPSHOW, starring Holly Madison, a sexy burlesque show with a modern sensibility. In 2010 the majestic PH Tower opened its doors adding 1100 beautifully appointed spacious suites and a hot new pool with luxuriously appointed cabanas. The property is encircled by Miracle Mile Shops with over 170 specialty stores and restaurants. For more information log onto www.planethollywoodresort.com or you can find out more on Facebook <http://www.facebook.com/phvegas> and follow on twitter <http://twitter.com/phvegas> (@phvegas).

About The 2010 Justin Timberlake Shriners Hospitals for Children Open

The 2010 Justin Timberlake Shriners Hospitals for Children Open is the ongoing commitment between Timberlake and Shriners Hospitals for Children to continue the tradition of a PGA TOUR event in Las Vegas. The collaboration between Shriners Hospitals for Children and Timberlake to act as Title Sponsor and Host creates a truly unique and world-class event for players and fans alike. A host of well-known golfers will participate in the competition to help support the mission of Shriners Hospitals for Children while enjoying the signature flair that Las Vegas has to offer. The 2010 tournament is October 17-24 at the TPC Summerlin in Las Vegas.

About The Shriners Hospitals for Children

Shriners Hospitals for Children® is a pediatric health care system of 22 hospitals dedicated to providing specialty care, innovative research and outstanding teaching programs for medical professionals. Children up to age 18 with orthopaedic conditions, burns, spinal cord injuries and cleft lip and palate are eligible for care and receive all services in a family-centered environment. All care and services are provided regardless of the patients' ability to pay.

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Web Site: <http://www.planethollywoodresort.com/>

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