

## Britney Spears Celebrates Official Arrival To Las Vegas With Elaborate Welcome Event At Planet Hollywood Resort & Casino

Due to Extraordinary Demand, New Show Dates and VIP Packages for "Britney: Piece of Me" Go On Sale Earlier Than Expected

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LAS VEGAS, Dec. 4, 2013 /[PRNewswire](#)/ -- It was a day of many milestones for Britney Spears. The day after celebrating her 32<sup>nd</sup> birthday and on the same day as her new album release, the megastar literally stopped traffic along the famed Las Vegas Strip as an elaborate event was thrown in her honor to officially welcome her to her new home at Planet Hollywood Resort & Casino in Las Vegas.

In anticipation of her two-year residency, "Britney: Piece of Me," which kicks off on Friday, Dec. 27, an homage performance to some of Britney's biggest hits was staged in front of the property. After dancers performed to "Baby, One More Time," "Oops I Did It Again," "Toxic," "Slave 4 U" and "Circus" at the top of the property's front steps, the crowd's attention was drawn to Las Vegas Boulevard as the singer's newest hit, "Work B\*\*ch," began playing. The city's newest headliner arrived in an impeccably restored 1958 Chevrolet Impala Convertible escorted by an eight-car motorcade. Fans went wild for Britney as she emerged from the car and walked through a custom-made LED-lit arch before ascending the stairs to be greeted by Planet Hollywood Resort & Casino President David Hoenemeyer.

With the excitement for the launch of her Las Vegas residency show reaching a fervor pitch coupled with the release of her highly-anticipated eighth studio album "Britney Jean," ticket demand for "Britney: Piece of Me" has been overwhelming. Given record-setting sales, the next set of show dates for "Britney: Piece of Me" will go on sale earlier than expected, with a public on sale on Saturday, Dec. 7. Guests are encouraged to purchase their tickets now, as some performances are sold out and a very limited number of tickets are available for the previously-announced show dates.

"I already feel like home here at Planet Hollywood. It was so nice to celebrate my birthday and album launch with this incredible welcome event," said Britney. "I am so excited for everyone to hear my new album today, and to experience 'Britney: Piece of Me' in just a few weeks!"

Special pre-sales for "Britney: Piece of Me" will be held for American Express cardholders starting Wednesday, Dec. 4 at 10 a.m. PT, and Total Rewards members, the loyalty program of Planet Hollywood's parent company Caesars Entertainment, starting Thursday, Dec. 5 at 10 a.m. PT. The following new show dates will go on sale to the public on Saturday, Dec. 7 at 10 a.m. PT:

April 2014: Friday, April 25; Saturday, April 26; Wednesday, April 30

May 2014: Friday, May 2; Saturday, May 3; Wednesday, May 7; Friday, May 9; Saturday, May 10;  
Wednesday, May 14; Friday, May 16; Saturday, May 17

August 2014: Saturday, Aug. 16; Tuesday, Aug. 19; Saturday, Aug. 23; Wednesday, Aug. 27; Saturday, Aug. 30; Sunday, Aug. 31

September 2014: Wednesday, Sept. 3; Friday, Sept. 5; Saturday, Sept. 6

For the ultimate Britney fan, a limited number of VIP packages are available for all performances and offer everything from the opportunity to meet the superstar, to bottle service, front row reserved seating and more.

Packages are selling out quickly, with some packages already sold out for select previously-announced show dates. The following VIP packages will be available for sale on [www.ticketmaster.com/britney](http://www.ticketmaster.com/britney)

**Meet & Greet** – Includes one ticket in the first row of reserved seating; meet and greet and photo op with Britney; backstage access; autographed special edition Britney poster; access to the dedicated VIP check-in located just outside the venue's entrance; access to the VIP check-in desk's direct line for any night-of-show questions; a personal escort into the venue using a dedicated entrance to bypass the general public line, including early entry if desired; and a commemorative VIP laminate.

**Front & Center VIP Table Package** – One center VIP table with access for up to six guests; autographed special edition Britney poster; complimentary bottle of Moët & Chandon Imperial for the table; dedicated beverage service throughout the performance; access to the dedicated VIP check-in located just outside the venue's entrance; access to the VIP check-in desk's direct line for any night-of-show questions; a personal escort into the venue using a dedicated entrance to bypass the general public line, including early entry if desired; and a commemorative VIP laminate.

**VIP Table Package** – VIP table with access for up to six guests; one complimentary bottle of Moët & Chandon Imperial champagne; dedicated beverage service throughout the performance; access to the dedicated VIP check-in located just outside the venue's entrance; access to the VIP check-in desk's direct line for any night-of-show questions; and a personal escort into the venue using a dedicated entrance to bypass the general public line, including early entry if desired.

**First Row Seat Package** – One ticket in the first row of reserved seating; special edition Britney poster; access to the dedicated VIP check-in located just outside the venue's entrance; access to the VIP check-in desk's direct line for any night-of-show questions; a personal escort into the venue using a dedicated entrance to bypass the general public line, including early entry if desired; and a commemorative VIP laminate.

General ticket prices range from \$59 to \$229, plus applicable tax and fees, and may be purchased online at [BritneyPieceofMe.com](http://BritneyPieceofMe.com) or in-person at the Planet Hollywood box office. Prices for VIP packages vary depending on the show date. All shows begin at 9 p.m. PT, with the exception of the special Tuesday, Dec. 31 New Year's Eve performance, which will begin at 10 p.m. PT. Exclusive VIP table service, for up to six guests, may also be purchased by calling [\(866\) 693-2425](tel:8666932425).

A legendary pop icon, Britney has captivated the world with show stopping performances for more than 15 years. Now she is bringing her most spectacular show ever to Planet Hollywood Resort & Casino in Las Vegas. "Britney: Piece of Me" is a celebration of one of the most illustrious careers in music history, boasting more than 20 worldwide hits from one of the most iconic artists ever to grace the stage. Audiences will be enthralled as Britney re-imagines some of the greatest performance moments of her career, along with a glimpse of brand new material from her eighth studio album, "Britney Jean."

"Britney: Piece of Me" is not only for die-hard fans, but for anyone who enjoys pop theater at its finest. Presented in a fully-reconstructed theater at Planet Hollywood Resort & Casino, the show will feature one of the largest indoor immersive stage productions in the world, creating what will be the most cutting-edge pop concert experience ever produced for Las Vegas. While the stage production is dazzling, the intimately-sized theater will allow audiences to see Britney as they've never seen her before. In keeping with Britney's style and innovation, "Britney: Piece of Me" is a marriage of high-end fashion and state-of-the-art technology, housed in a nightclub/ theater complete with exclusive table and bottle service.

This show will truly be a "piece of Britney" as she delivers the most intimate, yet dynamic, concert experience of her career, in the most modern, unique venue in all of Las Vegas.

For more information on the show and tickets, visit [BritneyPieceofMe.com](http://BritneyPieceofMe.com).

#### PLANET HOLLYWOOD RESORT & CASINO

Planet Hollywood Resort & Casino is the newest member of the Caesars Entertainment family in Las Vegas and is a full partner in Total Rewards™. Planet Hollywood Resort & Casino has 2,500 beautifully designed guest rooms and suites showcasing some of the best views in town, Planet Hollywood encompasses more than 100,000 square-feet of gaming, several lounges, ten restaurants including Gordon Ramsay BurGR, KOI, Strip House, the award-winning Spice Market Buffet and LA's Pink's Hot Dogs, and the Planet Hollywood Spa by Mandara. The resort is also home to one of pop music's biggest superstars Britney Spears' brand new show, "Britney: Piece of Me," opening Dec. 27, 2013. The property is encircled by Miracle Mile Shops with more 170 specialty stores and restaurants. For more information, visit [www.planethollywoodresort.com](http://www.planethollywoodresort.com). Find Planet Hollywood on [Facebook](#) and follow on [Twitter](#).

#### FORWARD LOOKING STATEMENTS

This press release includes "forward-looking statements." You can identify these statements by the fact that they do not relate strictly to historical or current facts. These statements contain words such as "may," "will," "project," "might," "expect," "believe," "anticipate," "intend," "could," "would," "estimate," "continue," "pursue," or the negative or other variations thereof or comparable terminology. These forward-looking statements are based on current expectations and projections about future events. You are cautioned that forward-looking statements are not guarantees of future performance or results and involve risks and uncertainties that cannot be predicted or quantified. Any forward-looking statements are made pursuant to the Private Securities Litigation Reform Act of 1995 and, as such, speak only as of the date made. We disclaim any obligation to update the forward-looking statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date stated or, if no date is stated, as of the date of this press release.

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