

Drai's Beach Club - Nightclub To Debut In Las Vegas Memorial Weekend At The Cromwell

Stunning new 65,000 square foot, day and night experience perched high atop the Strip's first stand-alone boutique hotel and casino in the heart of Las Vegas

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LAS VEGAS, Feb. 18, 2014 /PRNewswire/ -- In a city where evolution is part of the revolution, nightlife impresario and hospitality visionary Victor Drai has built a reputation in Las Vegas by staying one-step ahead of the ordinary: creating new multi-sensory experiences that take entertainment, nightlife and dining to new heights. Having made a name for himself by reimagining Las Vegas nightlife, Drai is set to transform the day life and nightlife scene with his new rooftop pool venue. Set to open Memorial Day Weekend 2014, Drai's Beach Club • Nightclub is perched 11 stories above Las Vegas Blvd. on the rooftop of the new 188 room and suite resort, The Cromwell (*the first stand-alone boutique hotel on the Strip*).

(Photo: <http://photos.prnewswire.com/prnh/20140218/LA66705>)

With Drai's Beach Club • Nightclub, Drai will create a striking new venue that is unique and groundbreaking; a celebration dedicated to design and sophistication that will return the social experience back to the Las Vegas club scene. At more than 65,000 square feet, Drai's Beach Club • Nightclub will welcome guests all day and all night, featuring the Strip's only rooftop pool and deck with an indoor/outdoor club, panoramic views of the entire Las Vegas Strip, the most exciting new DJs from around the globe and an unparalleled guest experience.

"I have been in the Las Vegas nightlife business for 15 years and I'm not only building the best nightclub in Las Vegas, I'm going to usher in a new era for nightlife and day life in Las Vegas," explains Drai. "The mega-clubs have become nothing more than large music venues for million dollar DJs. We are creating a 360-degree experience. Wherever you turn you will be awed by the design, the technology, the music, the service and most importantly, the experience. We have designed the club to be visual, sensual, sexy and social."

While locations such as St. Tropez and Ibiza are known the world over for their unique beach club and nightclub combination atmospheres, Drai's Beach Club • Nightclub will bring this one-of-a-kind concept to Las Vegas from one of the best vantage points in the city. Operating as two venues in one, Drai's Beach Club • Nightclub will span two levels. The lower level will feature two large, elevated main pools, each offering central wet decks and perimeter seating. Ten VIP bungalows and luxury cabanas, each containing their own pools, will offer guests privacy while being in the midst of all the action. The mezzanine level will contain 15 VIP cabanas and a third, private pool with five private VIP bungalows overlooking Las Vegas Blvd. Each VIP bungalow will feature its own shower and restroom and more than 40 daybeds will offer prime seating alongside the pool deck. Adding to that list, Drai's will be the only day club in town with unobstructed sun (and fun) from open until sunset.

Notable features of the new Drai's Beach Club • Nightclub at The Cromwell include:

- The Location – Situated 11 stories above the busiest intersection in the city, Drai's will feature the only rooftop pool and club in Las Vegas.
- The Design – the multi-level indoor/outdoor club has been designed to make all guests feel like a VIP

again while providing stunning one-of-a-kind views under the sun and stars. The outdoor DJ booth will be a main focal point, situated beneath a dramatic archway, surrounded by billowing curtains. Each element from every vantage point throughout the space will showcase Drai's unique attention to detail

- The Staff – the most experienced, qualified and innovative people are the backbone of the Drai's venues.
- The Experience – Drai's will present an unparalleled 24-hour party experience with exciting day and nightlife happenings 24/7.
- The Philosophy – the nightclub and its patrons are priority. Drai's emphasis will be on the guest. Drai's will feature the most exciting names in the music business, from the most talented DJs from around the world to the best undiscovered DJs.

Drai, well known for creating nightclubs like XS and Tryst, pioneered the idea of creating a beautiful venue with an eye for every detail ensuring that the guest experience was paramount. Second only to the venue itself, are the people that help to create and run the nightclub and Drai has assembled the best team in Las Vegas. Working with Drai to create the signature Drai's experience at the new clubs is partner, Michael Gruber and a team of experienced nightlife professionals led by Ryan M. Craig, Brian Affronti and Joe Lopez, all veterans of the Las Vegas nightlife and hospitality business.

"Victor has an ability to visualize and conceptualize 'what could be' in a space. He can see in advance what will work and what will not work," explains Craig. "He has an amazing vision. He likes to create a space that allows the guest to enjoy the beauty of the venue from both the viewpoint of a general admission patron and that of our high-end table customers. The layout, decor, fabrics, seating, access points, bars, flow, visuals, sounds...it's all an equation and he knows how to put them all together better than anyone in the world. I couldn't be more excited to help him bring this concept to reality."

"The Cromwell will bring a new energy to the heart of the Strip," explains Karie Hall, vice president of hotel operations and general manager, The Cromwell. "Our guests will not only enjoy the experience of being in the Strip's newest hotel, they will also be able to get the most out of the nightlife experience with access to the club just about any time of day or night. The intimate size of the hotel, paired with the luxurious amenities and marquee location, allow us to immerse the guest in an exciting 360-degree experience that has never before been done in Las Vegas."

For downloadable high-res images:

<http://caesars.thedigitalcenter.com/index.php?s=33765&item=1308>

For downloadable video of Victor Drai touring the construction site please use the following link:

<https://private.filesanywhere.com/caesars/fs/v.aspx?v=8969698e9694b1b1a1a5>

Drai's Beach Club • Nightclub is set to open in May 2014. For more information, follow Drai's at Facebook at www.facebook.com/draislv, Twitter at www.twitter.com/draislv and Instagram @draislv. For more information on The Cromwell visit www.TheCromwell.com, and on Facebook at <http://facebook.com/cromwellvegas> and Twitter at <http://twitter.com/cromwellvegas>.

About The Cromwell:

Caesars Entertainment Corporation, the world's largest casino-entertainment company, will open the Strip's first, stand-alone boutique hotel, The Cromwell, this spring. Following a \$185 million renovation of the former Bill's Gamblin' Hall & Saloon, the resort is situated on the bustling corner of Las Vegas Boulevard and Flamingo Road. The Cromwell will bring an exclusive, luxury lifestyle hotel experience to the Strip, focusing on hospitality, amenities and personalized service. An intimate collection of 188 rooms and suites, a

40,000 square-foot casino space, and the first-ever restaurant by celebrity chef and television personality Giada De Laurentiis will set the resort apart, while the rooftop pool experience will redefine Las Vegas nightlife culture. Drai's Beach Club • Nightclub, designed and operated by nightlife impresario, Victor Drai , will span 65,000 square-foot with day and nightlife experiences boasting open-air, panoramic views from 11 stories above the iconic Las Vegas skyline.

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