

## FINAL SHOWS ANNOUNCED FOR “BRITNEY: PIECE OF ME” AT THE AXIS AT PLANET HOLLYWOOD RESORT & CASINO

First Pop Music Resident Artist on the Las Vegas Strip Prepares to Finish Record-Setting Residency on December 31, 2017

LAS VEGAS (April 10, 2017) – Legendary pop icon Britney Spears has announced final show dates of her record-breaking Las Vegas residency, “Britney: Piece of Me.” The international superstar will return to The AXIS at Planet Hollywood Resort & Casino for her final performances September 3 through December 31, 2017.

As the first contemporary superstar resident in the city, Britney pioneered the groundbreaking paradigm shift and revitalized the modern era of entertainment in Las Vegas. Since opening December 27, 2013, “Britney: Piece of Me” has received rave reviews from both critics and fans alike, with the show being voted the “Best Overall Show” and “Best Bachelorette Party” by readers of the *Las Vegas Review-Journal* in 2015 and “Best Resident Performer” in 2016. The record-setting show is sold out on a regular basis and as of January 2017, the show has grossed over \$100 million in ticket sales. The wildly popular show has also drawn the attention of some of Hollywood’s biggest names, such as Beyoncé, Jay Z, Lady Gaga, Anna Kendrick, Nick Jonas, Miley Cyrus, Kirsten Dunst, Chloë Grace Moretz, Calvin Harris and Steven Tyler.

“As I prepare to say goodbye to “Piece of Me,” I had no idea how magical this experience would be. Having my fans from around the world come see my show has been amazing. I love Las Vegas and will miss performing this show,” said Britney Spears.

Over 700,000 fans have experienced “Britney: Piece of Me” since it opened in The AXIS, which was designed exclusively for Britney’s show. With a nod to the growing importance of nightlife to the Las Vegas visitor experience, The AXIS is the city’s first true nexus of nightlife and live entertainment both in its design and service model. The recent theater redesign features an innovative dance floor and VIP table seating concept that allows guests nightclub-style service in a theater setting. As the show has evolved through the years, its status as one of the hottest tickets in Las Vegas has been a constant.

“When we first announced “Britney: Piece of Me” four years ago, we were certain that Britney’s residency would revolutionize the entertainment landscape in Las Vegas, and are thrilled at how successful the show has been,” said Jason Gastwirth, Caesars Entertainment senior vice president of marketing and entertainment. “Caesars Entertainment has always led the evolution of Las Vegas entertainment. Britney’s emergence in this market paved the way for other artists to make Las Vegas their home and as a result, the top entertainment destination in the world. We look forward to working together with Britney again in the future.”

“Being named the best show in Las Vegas, among other accolades, Britney’s residency marked a new era of entertainment as the city’s first pop music resident artist,” added David Hoenemeyer, regional president of Planet Hollywood Resort & Casino. “We are delighted that Britney has called The AXIS at Planet Hollywood home for the last four years.”

Tickets will go on sale to the public Friday, April 14 at 10 a.m. PT. American Express® Card Members can purchase tickets before the general public beginning Tuesday, April 11 at 10 a.m. PT through Thursday, April 13 at 10 p.m. PT. An exclusive presale for Total Rewards members, Caesars Entertainment’s loyalty program, will be available from Wednesday, April 12 at 10 a.m. PT through Thursday, April 13 at 10 p.m. PT. The final 18 performances of “Britney: Piece of Me” going on sale are:

September 2017: 3  
October 2017: 11, 13, 14, 18, 20, 21, 25, 27, 28  
November 2017: 1, 3, 4  
December 2017: 19, 27, 28, 30, 31

Tickets for the following previously-announced performances are also on sale now:

May 2017: 3, 5, 6, 10, 12, 13, 17, 19, 20  
August 2017: 9, 11, 12, 16, 18, 19, 23, 25, 26, 30  
September 2017: 1, 2

Dazzling fans with show-stopping performances for more than 15 years, Britney has truly brought her most spectacular show to Las Vegas. A celebration of one of the most illustrious careers in music history, the jaw-dropping production is a compilation of more than 20 of Britney's worldwide hits, including "Baby One More Time," "Oops I Did It Again," "Toxic," "Circus," "Womanizer," "Slave 4 U" as well as her newest singles, "Make Me..." and "Slumber Party." "Britney: Piece of Me" is the most cutting-edge pop concert experience ever produced for Las Vegas, featuring a four-piece band, 16 dancers, elaborate sets, unforgettable costumes and state-of-the-art technology.

In 2016, Britney unveiled a substantial re-imagining of her show. From fresh, seductive costumes to explosive new choreography, Britney is better – and sexier – than ever. With the addition of fan-favorite songs, such as "I Love Rock 'N' Roll," "Breathe on Me," "Touch of My Hand" and "If U Seek Amy," the international superstar has once again taken her spectacular show to new heights. Taking to the stage with jaw-dropping production elements and showcasing visually stunning, cutting-edge technology, the audience experiences Britney as they've never seen her before.

Britney was the first artist-in-residence housed in The AXIS at Planet Hollywood Resort & Casino, which features one of the largest indoor video and projection installations in the world. With its innovative layout and exclusive table and bottle service provided by Drai's Management Group, The AXIS is set apart from any other venue in Las Vegas. The smaller, more intimately-sized theater allows Britney's fans to see her as they've never seen her before.

General ticket prices range from \$59 to \$229, plus service fees, and may be purchased online at [BritneyPieceofMe.com](http://BritneyPieceofMe.com) or in-person The AXIS box office. Prices for VIP packages vary depending upon the show date. All shows begin at 9 p.m. PT.

#### About Planet Hollywood Resort & Casino

Planet Hollywood Resort & Casino is the centerpiece of the famed Las Vegas Strip, with 2,500 beautifully designed guest rooms and [suites](#) showcasing some of the best views in town, along with endless options of unparalleled shopping, distinguished dining, popular entertainment and a bustling nightlife. A bright, bold addition to the resort's portfolio, the new Ultra Hip Rooms feature contemporary elegance and luxury bedding. 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, an intimate wedding chapel and the Planet Hollywood Spa by Mandara. Home to the first pop music residency in Las Vegas, The AXIS showcases resident headliners Britney Spears, Jennifer Lopez, Pitbull and Backstreet Boys. The property is encircled by Miracle Mile Shops with more than 170 specialty stores and restaurants. For more information, please visit [planethollywoodresort.com](http://planethollywoodresort.com). Find Planet Hollywood Resort & Casino on [Facebook](#) and follow on [Twitter](#) and [Instagram](#).

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