



intimate dining and seductive nightlife

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FOR IMMEDIATE RELEASE

## CATHOUSE TO OPEN IN VEGAS Launching within Luxor, December 29, 2007

Fusing restaurant, lounge and performance, CatHouse will offer the Las Vegas nightscape a discrete playpen for spontaneous, provocative and sophisticated entertainment. A *lounge* inspired by the rich opulence of a 19th-century European bordello, CatHouse was created by an international team that includes European jet-setters, Australian celebrities, theatrical producers and one of Sin City's most popular chefs.

Opening in one of the world's top entertainment markets within Luxor, one of the most iconic resorts in Las Vegas, CatHouse will introduce nightlife new to The Strip. Interactive theatrics - in the form of exotically clad, professionally trained performers means surprise is mandatory for every guest. Never confined to any one stage or area, the CatHouse *lounge* will be the embodiment of living, breathing theater, without the red curtain separating actor from audience.

CatHouse will combine a world-class restaurant, orchestrated by Chef Kerry Simon, with an upscale lounge to create a seductive nightlife venue. Staying true to his roots, Simon will put a new spin on his signature approach: modern American cuisine prepared with the finest ingredients and flair. "This time around, I'm doing something a bit different - dishes inspired by European, Asian and American flavors - from crowd pleasing shared plates to heartier options such as seafood and steaks." CatHouse and Simon will push the palate of Las Vegas for the pleasure of both locals and visitors seven days a week.

As the night progresses, two styles of music with two separate DJs, one European vocal house and one mainstream dance, will juxtapose rhythmic tastes in distinct areas within CatHouse. Dancing by beautiful, lingerie-clad performers will heat up the night. One of Australia's top club owners and promoters, partner Billy Cross, will draw on his international network to give guests the opportunity to experience world class DJs in an intimate setting. Partner Mick Doohan, a five-time world Moto GP motorcycle racing champion and 20-year resident of Monaco, will infuse the venue with his jet-set lifestyle.

Remaining true to its name, CatHouse will push the erotic envelope in an arousing yet subtle fashion, openly encouraging willful voyeurism, twisting taboos and playing with social mores. "The name pokes fun at what we are," said Cross. "There's nothing traditional about us. It's not a forced experience. We're tapping into the openness of celebrating sexiness in a way that is empowering for all participants."

From the entertainment down to the smallest décor design element, this sense of experimentation, theater and discovery is evident within every layer of CatHouse. The entrance will mimic an old bordello hallway, with fake doors lining the walls, complete with peepholes playing vintage European erotica films. A decorative mirror, located in the *lounge*, comes to life randomly throughout each night, exposing a CatHouse 'kitten' seated in front of a vanity table, in the delicate process of preparation.



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Hundreds of small, personal effects from fin de siècle European bordellos have been researched and sourced, such as metal bed warmers and a large collection of private photographs. The discovery of these artifacts, hidden throughout the venue, will make each CatHouse visit unique. Layers of vintage hand mirrors will adorn the entry to the *lounge*, granting CatHouse a kind of mythical history that is unique in the Las Vegas 'ever new' night scene.

Opening within the Luxor in the midst of a \$300 million makeover, CatHouse is the next step in the resort's extraordinary transformation and aspires to create a new category of niche, intimate, individualized nightlife entertainment. "We want to open something so unique it draws people. We want to give the customer more than alcohol and crowds. We want them to experience something singular," says Cross.

Scheduled to open 29th December 2007, The CatHouse restaurant will be open seven nights a week, from 5-11pm. The CatHouse *lounge* will be open four nights a week, from 10pm until late.

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