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MELBOURNE IMPRESARIO ANNOUNCES SPIEGELWORLD PREMIERE CAESARS PALACE LAS VEGAS

ABSINTHE season begins March 21, 2011

NEW YORK – Melbourne impresario Ross Mollison today announced that his entertainment venture Spiegelworld will preview March 21 and premiere April 1 at Caesars Palace Las Vegas. Tickets for the event go on sale in the USA today through Ticketmaster.

Mr Mollison said today, "We are very excited to be finally opening our show in Las Vegas, given that our first deal in this city was thwarted when the Fontainebleau casino development was put on ice two years ago."

Spiegelworld is a carnival entertainment village for a mature market which will be located in front of Caesars Palace on the high profile Las Vegas Boulevard strip. At its core, the hit show **Absinthe**, directed by Australia's Wayne Harrison, will be performed nightly in an historic 600 seat Spiegeltent imported from Belgium.

Mr Mollison said today, "From its inception, Caesars Palace has been about entertainment innovation, having hosted everyone from Evel Knievel to Ali, from Formula 1 Grand Prix through to the current number one Vegas entertainment destination, The Colosseum, which Celine Dion, Elton John, Better Midler and Cher have regularly called home. We are proud to have been invited to add Spiegelworld and **Absinthe** to this creative legacy."

Since 2006, Ross Mollison has presented Spiegelworld in New York City, Miami South Beach and the Australian Tennis Open. Spiegelworld is more than just a show. It is a theatre experience merged with a nightclub, for a discerning audience who want more entertainment with their bottle of Belvedere. Mr Mollison said today, "In addition to **Absinthe**, we hope to expose the international Vegas audience to some great American culture in our Green Fairy Bier Garten, which will feature our speakeasy Bar Vendome from New York, and games of skill including Flip Schtein and Dom Pong – our own unique versions of some classic American past times."

The Las Vegas season of **Absinthe** is presented in association BASE Entertainment, who produce and run theatrical productions in Las Vegas and in casino properties globally.

"We are excited to bring such a new, innovative concept like Spiegelworld to The Strip and are anxiously anticipating the premiere of **Absinthe** at Caesars Palace Las Vegas," says Co-CEO of BASE Entertainment, Scott Zeiger. "This fascinating adult carnival will be an experience unlike any Vegas has seen before, in a dazzling, one-of-a-kind setting. **Absinthe** is sure to be the talk of the town."

"Caesars Entertainment has long been committed to bringing first class entertainment to Las Vegas," says Bonnie Gilmour, Vice President of Marketing for Caesars Entertainment in Las Vegas. "We believe Spiegelworld and **Absinthe** will make a unique and exciting addition to the array of entertainment options we provide for our guests."

For more information, please visit www.spiegelworld.com

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