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**DRAFT**

**ANGEL MANAGEMENT GROUP ACQUIRES PURE MANAGEMENT GROUP**

*Deal Makes AMG Largest Nightlife Company in Las Vegas*

**LAS VEGAS** –Las Vegas based nightlife and lifestyle company, Angel Management Group (AMG) announced today the purchase of hospitality conglomerate Pure Management Group (PMG). Effective immediately AMG has assumed operation of all nine PMG entities including highly recognized properties PURE Nightclub at Caesars Palace, LAX Nightclub at Luxor Las Vegas and Social House restaurant at Crystals at CityCenter.

Combining PMG's established venues with AMG's existing operations instantaneously strengthens AMG's position in the burgeoning Las Vegas nightlife and hospitality scene. With a proven track record for successful venue operation, management and promotions, AMG will accelerate its growth to further provide guests with top-notch experiences.

"I'm extremely excited to be in a position to join together our collective assets and teams in order to create the largest nightlife company in Las Vegas, and along with it an exciting future for everyone involved," said Neil Moffitt, Chief Executive Officer, Angel Management Group. "Our first priority will be to expand upon the success of our current venues and develop our existing brands in other territories, followed by the launch of several new Las Vegas venues in 2011."

Since 2005, AMG has built an unyielding reputation for consistently running innovative marketing and promotional campaigns. These efforts along with AMG's knowledge and understanding of consumer and lifestyle trends continues to keep the company ahead of the curve when it comes to hosting A-list celebrities, showcasing internationally renowned DJs and creating superior special events.

A leader in Las Vegas nightlife operations, AMG currently handles marketing, promotions, VIP services and event programming for more than half a dozen properties on the Las Vegas Strip including Wet Republic Ultra Pool, Tabu Ultra Lounge and Studio 54 at MGM Grand Hotel & Casino; Moorea Beach Club, miX Lounge and eyecandy sound lounge and bar at Mandalay Bay Hotel & Casino; and ROK Vegas at New York-New York Hotel & Casino.

AMG is also the management company for the Hard Rock Beach Club which includes Rehab, the original pool party in Las Vegas and handles all marketing and VIP services for Vanity Nightclub, both at Hard Rock Hotel & Casino.

The acquisition of PMG expands the company portfolio as AMG assumes operation of PURE Nightclub at Caesars Palace, one of the largest and well known nightclubs in the country and Venus Pool Club also at Caesars Palace, LAX Nightclub, Noir Bar and Company Lounge at Luxor Las Vegas, Social House at Crystals at CityCenter, Coyote Ugly Las Vegas at New York-New York Hotel & Casino, Dick's Last Resort at Excalibur and Aura Nightclub at Atlantis (Paradise Island, Bahamas).

#### **About Angel Management Group**

Over the past six years, AMG has built an unrivalled reputation as a premier lifestyle and hospitality company led by a senior management team combining over 100 years of hospitality experience. Specializing in venue operations, food and beverage management, marketing, promotions, festival and arena event production as well as brand licensing, sponsorship development, talent booking and music programming,

Founded in 1999 as Angel Music Group before transforming into Angel Management Group in 2005, CEO Neil Moffit is the brainchild behind such internationally renowned music events as Godskitchen and the GlobalGathering Music Festival which is currently held in 13 countries around the world. AMG was responsible for producing the inaugural Bacardi B-Live events in Miami, NYC and LA as well as partnering with Pepsi to create Pepsi Smash events including the likes of Gwen Stefani, Mariah Carey, Kanye West and Jay-Z. AMG has also owned successful venues AIR Nightclub in the United Kingdom and HOME Nightclub for Ameristar Casinos in St. Louis, Missouri.

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