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July 27, 2009

Jacqueline R. Holloway
Director
Department of Business License
500 South Grand Central Pkwy., 3rd Floor
Las Vegas, NV 89155-1810

Re: Business License Number: 2001454.LIQ.129
Business Address: Prive
3667 S. Las Vegas Blvd.
Las Vegas, NV 89109

Business License Number: 2001431.LIQ.129
Business Address: Living Room
3667 S. Las Vegas Blvd.
Las Vegas, NV 89109

Dear Ms. Holloway:

Please be advised that our office has been retained to represent Prive and Living Room in connection with your decision to deny their respective applications for main bar and service bar liquor licenses in conjunction with a nightclub operating within a resort hotel.

Please let this letter serve as the appeal of the Director of Business License's decision to deny the applications for main bar and service bar liquor licenses in conjunction with a nightclub operating within a resort hotel of Prive Vegas, LLC and Living Room Las Vegas, LLC.

This letter shall serve as a request for approval of a new Temporary Liquor License for Prive Vegas, LLC and Living Room Las Vegas, LLC, which will expire at midnight on August 4, 2009, thereby giving the Board of County Commission sitting as the Liquor and Gaming Licensing Board the opportunity to hear our appeal at the August 4, 2009 Liquor and Gaming Licensing Board meeting.

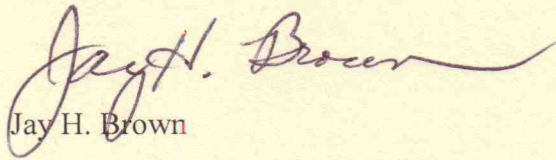
In support of our appeal, we are enclosing a memorandum setting forth Prive's Corrective Action Plan addressing security issues, over-serving issues, and serving to minor issues, as well as the management of Prive and Living Room.

Jacqueline Holloway, Director
July 27, 2009
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We were just notified of the Director's decision on Thursday, July 23, 2009 and the corrective actions set forth in the enclosed memorandum are the initial changes that have been made to-date and prior to the Board meeting we may add some additional measures that we will have put in place.

We respectfully request that you issue an immediate Temporary Liquor License to Prive Vegas, LLC and to Living Room Vegas, LLC, with the expiration date of midnight, August 4, 2009.

Very truly yours,



Jay H. Brown

JHB:cc

Enclosure: Corrective Action Plan

MEMORANDUM

The following is a discussion of the steps that have been taken and the procedures that have been implemented by Opium Vegas, LLC ("Privé") in association with OpBiz, LLC ("Planet Hollywood") as the result of a complaint filed against Planet Hollywood by the Nevada Gaming Control Board ("Control Board"). The Stipulation for Settlement and Order entered into between the Control Board and Planet Hollywood was approved by the Nevada Gaming Commission ("Commission") on July 23, 2009. A copy of that Stipulation and Order is attached hereto as **Exhibit A**.

The Stipulation and Order approved by the Commission sets forth in paragraph 4 the steps taken immediately by Planet Hollywood in conjunction with Privé upon notification by the Control Board to address the concerns raised by the Control Board in its Complaint concerning operational problems at Privé. Those steps are:

4a: Planet Hollywood advised Privé that it was immediately exercising oversight authority at the Privé venues which included implanting Planet Hollywood's security at the Privé venues.

4b: Planet Hollywood and Privé negotiated revisions to their lease which provided for, among other things, Planet Hollywood's right to terminate the lease for conduct cited in the Control Board's Complaint, the requirement for Privé to adopt operational policies consistent with directives issued to the industry by the Control Board together with best practices, and Planet Hollywood's right to post its employees within Privé's premises to ensure compliance with the Revised Lease and the operational policies. Attached hereto is a copy of the revised Lease as **Exhibit B**.

