

The Palms Casino Resort In Las Vegas Teams Up With Mocha Kiss Coffee To Provide Guests With Premier In-Room Specialty Coffee

Hollywood's Favorite "Coffee to the Stars" Now Available in Many Guestrooms

HOLLYWOOD, Calif.--(BUSINESS WIRE)--Mocha Kiss Coffee, Hollywood's hottest coffee company, and The Palms Casino Resort, heralded as one of Las Vegas' hippest resort destinations, have partnered to provide premier in-room coffee service in guestrooms. More than 700 rooms in the Palms now offer guests the luxury of enjoying the rich, dark "Coffee to the Stars" from the comfort of their hotel room or suite.

"I'm thrilled to team up with the Palms Casino Resort to provide Mocha Kiss Coffee as an in-room amenity," said Mocha Kiss Coffee President and Founder Jeremy Gurse. "In-room specialty coffee is an amenity often overlooked by many resorts and hotels. I have no doubt that Mocha Kiss Coffee is the A-list pick-me-up that will help the Palms Casino Resort guests enjoy their stays even more."

The standard coffee service in most of the rooms consists of three tightly packed, individual coffee pods in two bold flavors – "Celebrity Blend" and "Celebrity Decaf" – specially designed for the Palms to satisfy the tastes of their high-end clientele. Accompanying each pod in its packet are two sugar packets, creamer, sugar substitute and a stir stick. Each packet makes one 8-ounce cup of gourmet coffee.

In addition, some of the resort's popular Fantasy Suites will offer whole bean, dark-roasted "French Roast" and "Espresso" blends by the pound. Mocha Kiss Coffee also will be available in Palms Place, a 49-story high-rise condominium hotel and spa, set to open in 2008.

"Regularly featured on VH1, MTV, E!'s *Girls Next Door*, and many other shows and networks, and home to the Playboy® Club, the Palms Casino Resort attracts some of the biggest names in Hollywood, so it's only natural that we partner with the 'Coffee to the Stars,'" said Larry Fink, Director of Public Relations, Palms Casino Resort.

Fink continued, "Offering Mocha Kiss Coffee as an in-room luxury really ups the ante, and is one of the ways we make sure all of our guests feel like VIPs."

Mocha Kiss operates retail stores on the lots of Sony Pictures Studios, Paramount Studios and NBC Studios. The Mocha Kiss mobile espresso bars can be found on a number of TV and movie sets including TV hits "Entourage" and "Grey's Anatomy," as well as at Hollywood's hottest parties and special events. Gurse often acts as a "celebrity barista" on the red carpet at the Golden Globes, SAG and GRAMMY award shows, providing stars with coffee, cappuccinos, lattes and signature Mocha Frosts® as they work their way down the red carpet.

Additionally, Mocha Kiss Coffee is available to purchase online. For more information, please visit www.mochakisscoffee.com or call 323-512-9800.

ABOUT MOCHA KISS

Mocha Kiss Coffee is the invention of Jeremy Gurse, a former film student at California State University, Northridge. Like many others, Gurse was determined to make it in Hollywood any way he could. In 1994, while working in a coffee house part time and attending school, he came up with his ingenious entrée into the film business. With a mere \$100 investment and months of research on coffee flavors and formulations, the young film student perfected his signature Mocha Frost® and launched Mocha Kiss Coffee. His coffee drinks proved a big hit with the entertainment crowd, who soon insisted on Mocha Kiss Coffee on movie and TV sets. Today, Mocha Kiss Coffee is a fixture in Hollywood and is the “Coffee to the Stars.” The company’s comprehensive variety of coffee flavors is available for purchase at www.mochakisscoffee.com and can be delivered anywhere in North America.

ABOUT THE PALMS CASINO RESORT

The Palms Casino Resort, heralded as one of Las Vegas’ hippest resorts, is an all-encompassing, one-stop resort destination. Owned by the Maloof family, the 703-room property boasts a diverse mix of bars and restaurants and a 95,000-square-foot casino. Amenities include the legendary Playboy Club - the first and only club of its kind to open in 25 years; The Pearl Concert Theater; Moon Nightclub; Nove Italiano; Little Buddha; The Palms Pool & Bungalows; Palms Spa and AMP salon; Brenden Theatres, a 14-theatre Cineplex; Rain Night Club; ghostbar; Hart and Huntington Tattoo Company; and over 60,000 square-feet of meeting space. The Palms is home to the Real World: Las Vegas and Bravo’s Celebrity Poker Showdown, as well as E!’s Party at the Palms, hosted by Jenny McCarthy, and A&E’s Inked. The resort features the hottest collection of Fantasy Suites including the Erotic Suite with its trademark Show Shower, the Real World Suite, as seen on MTV, and the Hardwood Suite, the only hotel room in the world with its own basketball court. E!’s Girls Next Door, VH1, MTV and CSI feature the Palms on a regular basis and the Victoria’s Secret Angels made the Palms a featured destination on their “Angels Across America” tour.

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