



N9NE Group Celebrates Earth Weekend April 17-19 at Palms Casino Resort

LAS VEGAS, April 14, 2009 – N9NE Group and the Palms Casino Resort commemorate Earth Day with a series of green-conscious events during Earth Weekend Friday, April 17 – Sunday, April 19. N9NE Group sees Earth Weekend as the perfect opportunity to highlight the exciting progress in sustainability. N9NE Group makes environmental responsibility a top priority, always looking for new ways to reduce the company's impact on the environment. The weekend will feature something for everyone, including premier poolside and nightlife entertainment with a green theme, fresh libations and exclusive film screenings, all focused on saving the planet while having fun.

"N9NE Group is very excited about Earth Weekend," says Co-owner and Director of Community Relations, Jenna Morton. "We are honored to work with innovative companies in pioneering creative concepts like the Regional Transportation Commission's Grease Bus and Sustainable Wave's solar-powered DJ booth. Earth Weekend gives N9NE Group a chance to celebrate our passion for the environment and our community."

"We are thrilled to be working with an environmentally progressive company such as the N9NE Group," said President of Sustainable Waves, Mark McLarry. "Together, we hope to continue pioneering the way restaurants, nightclubs and casinos can lessen their environmental impact."

"The Regional Transportation Commission (RTC) is committed to sustainability and proud to partner with N9NE Group and the Palms Casino Resort to bring the community our Grease Bus – a transit vehicle that will be powered by used vegetable oil provided by the N9NE Steakhouse," said RTC General Manager Jacob Snow. "This vehicle is a great example of the RTC's progressive approach to going green."

Friday, April 17

At **11 a.m.** N9NE Group and the RTC introduce Las Vegas' first bus operating on used vegetable oil. Vegetable oil is provided by N9NE Steakhouse, inside the Palms Casino Resort. The bus will be on display outside the Palms Casino Resort. The **Grease Bus** is wrapped in green-themed artwork created by students from Becker Middle School and Mojave High School.

At **noon** N9NE Group will unveil **Las Vegas' first solar-powered DJ booth** at **Palms Pool & Bungalows**. The DJ booth, built by Sustainable Waves, uses Sharp solar panels to capture power directly from the pool deck and Outback inverters to convert the sun's energy into 110 volts of electricity to rock the pool. Palms Pool sponsor Miller Lite is also a sponsor of the solar-powered DJ booth. Miller's banners for the DJ booth are printed on BIOflex, a completely biodegradable vinyl which, in landfill conditions (darkness, high heat, lack of oxygen and moisture), attracts microbes that breakdown the PVC turning it into sodium (salt) dust. The DJ booth is just one way N9NE Group and its partners are pioneering creative strategies to address the threat of global warming.

At **7 p.m.** **CineVegas** presents an exclusive showing of the film, **GASHOLE** inside **Brenden Theatres**. **GASHOLE** traces the development and sinister demise of the 100-mpg fuel technology. Directors Jeremy Wagner and Scott D. Roberts will be available to answer any questions and discuss feedback following the showing. All profit from the film screening will benefit **Conservation International**. Tickets are available at the theater box office for each film and are priced at \$10 for adults, \$6.50 for children under the age of 12 and \$9 for seniors and military with proper ID.

At **11 p.m.** **Rain Nightclub** hosts the official green Friday **after-party**, featuring the sounds of **DJ 5IVE**. With multiple levels and environments comprising 25,000 square feet, extraordinary design and special effects, Rain Nightclub is a dynamic, multi-sensory destination that offers entertainment by international guest headlining performers, an electrifying dance club and a private event facility that is fully carbon neutral partly through the planting 2,054 trees in the Mendocino National Forest.

Saturday, April 18

From **noon – 7 p.m.**, **Sustainable Waves** invites guests to **Palms Pool & Bungalows** to experience its unique display of **green house gas-eating algae generators**. Sustainable Waves will bubble generator exhaust through water columns "bioreactors" filled with living algae. The algae "eat" the pollutants in the exhaust, including the greenhouse gasses, create oxygen and multiply. Algae are used to make useful products such as high-quality fertilizer, super foods and biofuels. The demonstration project showcases future technology worth seeing.

At **7 p.m.** **CineVegas** presents an exclusive showing of the film, **FOOD INC.** inside **Brenden Theatres**. Directed by Robert Kenner, the film demonstrates the shocking truth about what we eat. A panel of Las Vegas chefs including Chef Peter

Shurlock from Wolfgang Puck at the Las Vegas Springs Preserve will lead a post-film discussion. All profit from the film screening will benefit **Conservation International**.

At **11 p.m. Rain Nightclub** features “**Perfecto: Las Vegas**” the weekly Saturday night production created by Rain’s resident DJ, the legendary **Paul Oakenfold**. Rain Nightclub’s carbon is entirely offset, avoiding about 5.8 million pounds of carbon emissions, the equivalent of taking 518 cars off the road for a year.

Sunday, April 19

At **7 p.m. CineVegas** presents an exclusive showing of the film, **EVERYTHING’S COOL** inside **Brenden Theatres**. Directed by Daniel B. Gold and Judith Helfland, the film tracks the growth of the sustainability movement with a touch of irony. The film will be followed by Q&A led by Scot Rutledge, Director of the Nevada Conservation League, Lydia Ball, the Energy Outreach Representative from the office of United States Senator Harry Reid and Steve Rypka, green living consultant and President of GreenDream Enterprises. All profit from the film screening will benefit **Conservation International**.

At **10:30 p.m. Moon Nightclub** hosts Earth Weekend closing party. **Goodlife Sundays** features the infamous **Felix Da Housecat** getting wild for the gorillas. A portion of the proceeds from the party will benefit **Conservation International**, an organization that preserves global biodiversity. At the top of Palms Casino Resort’s Fantasy Tower, Moon is the exclusive penthouse nightclub loaded with high-end finishes, VIP accommodations and a spectacular view of the Las Vegas Strip.

BeGreen Ticket – N9NE Group, Green Mountain Energy Company and Sustainable Waves are giving event goers the opportunity to “green up” their Earth Weekend experience by purchasing a **BeGreen Ticket**. For guests who buy the BeGreen Ticket option for \$2.50, Green Mountain will provide 250 kWh of renewable energy made from new renewables. Guests will help offset an estimated 332 lbs of CO₂, which is equivalent to not driving a car for approximately 369 miles. For those interested in purchasing a BeGreen Ticket, visit www.n9negroup.com.

Earth Weekend t-shirts will be available all weekend. Proceeds from the sale of the shirts will benefit **Conservation International**. In addition, N9NE Steakhouse will be offering a unique **organic cocktail** created especially for Earth Weekend. Called the “**Watermelon Slice Martini**,” it is made with fresh organic watermelon, Square One Vodka, Blue Agave Nectar and Elderflower, and it will go down cool.

Earth Weekend Partners:

Sustainable Waves

Sustainable Waves specializes in sustainable energy solutions for the entertainment industry. It provides solar-powered stages, sound systems, lighting and a variety of conscious products and consulting services. Sustainable Waves has a unique approach to creating value, integrating with existing business models and striving to inspire the currents of the global economy. For additional information, visit www.sustainablewaves.com.

BeGreen

BeGreen is a division of Green Mountain Energy Company, the longest serving green power provider in the U.S. BeGreen offers businesses and consumers simple and effective ways to reduce their carbon footprint through the purchase of renewable energy, forest sequestration and other project-based offsets. BeGreen’s carbon calculators follow the EPA Climate Leaders methodology, which is based on the World Resources Institute’s Greenhouse Gas Protocol (WRI GHG), a widely accepted industry standard. All purchases and sales of BeGreen’s carbon offset and REC products are also verified by an independent auditing firm to ensure their quality and effectiveness. For additional information, visit www.begreennow.com.

Regional Transportation Commission of Southern Nevada

The Regional Transportation Commission of Southern Nevada (RTC) is the transit authority, the transportation-planning agency and the regional traffic management agency for Southern Nevada. The RTC’s vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use alternate commute modes to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada. Additional information about the RTC can be found by calling (702) 228-RIDE (7433) or visiting www.rtcnv.com.

CineVegas

The CineVegas Film Festival is a platform for artists and art lovers who are drawn to the edge. Held amidst the unique, unpredictable and intoxicating environment that is Las Vegas, the CineVegas pushes the boundaries of cinema. The Festival annually presents work by innovative, uninhibited, and renegade artists to an audience of local and national film lovers, journalists, and film industry representatives. CineVegas has come a long way from its humble, grassroots beginnings to the vibrant, fun-filled event that takes place every year in Sin City. For additional information, visit www.cinevegas.com.

Conservation International

Conservation International believes that the Earth’s natural heritage must be maintained if future generations are to thrive spiritually, culturally, and economically. Our mission is to conserve the Earth’s living heritage – our global

biodiversity – and to demonstrate that human societies are able to live harmoniously with nature. For additional information, visit www.conservation.org.

N9NE Group

The N9NE Group is a partnership between pioneering entertainment entrepreneurs Michael Morton and Scott DeGraff. Although the company was founded in 1992, the two have been friends since age nine, a fact commemorated in the company name. The son of legendary restaurateur Arnie Morton (Morton's of Chicago steakhouses), Morton grew up in the restaurant business, while DeGraff pursued a career in law—becoming a real estate attorney at one of Chicago's most prominent firms—all the while retaining his passion for great food and entertainment. Today, N9NE Group operates a total of 12 venues nationwide: seven Las Vegas venues, including N9NE Steakhouse, Nove Italiano, Rain Nightclub, ghostbar, Moon Nightclub, Playboy Club and Palms Pool & Bungalows); two Chicago venues, including N9NE Steakhouse and ghostbar; and three Dallas venues – N9NE Steakhouse, Nove Italiano and ghostbar. For additional information, visit www.n9negroup.com.

Contact:

Jessie Pound/Cherryl Kaopua

Kirvin Doak Communications

702.737.3100 or jpound@kirvindoak.com / ckaopua@kirvindoak.com