

Get Ready to 'Rok' at New York-New York August 2008

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The Miami Rock Club Crashes Las Vegas

PRNewswire

LAS VEGAS

Be prepared to experience nightlife like never before beginning this August at New York-New York. Rok Vegas™, Las Vegas' sexy new rock nightclub, will mesmerize club-goers with riveting rock 'n' roll mash-ups and rock-inspired imagery. Guests will indulge in Rok's intimate setting, including an exclusive outdoor VIP lounge just steps away from the pulsating Las Vegas Strip, while moving to high-energy music by Rok's resident DJ. The excitement will continue to grow when Rok's resident VJ (Video Jockey) takes the stage to captivate guests with unparalleled lighting effects mixed with vivid images displayed throughout the club. Guaranteed to evoke the senses of discerning audiences craving something different, Rok will stand out from all other clubs on The Strip.

"The Las Vegas nightlife scene is constantly evolving," said Cynthia Kiser Murphey, president and COO of New York-New York. "With the introduction of Rok, New York-New York continues to position itself as an industry leader by offering our guests a one-of-a-kind nightclub experience."

Rok will feature rock-inspired images throughout the oval-shaped main room. From every angle, guests will be surrounded by concert footage, live club feeds, lasers and animation all chosen by the intuitive VJ. Rok's resident DJ will keep the dance floor packed with high-energy rock 'n' roll mash-up sets cleverly choreographed to the images. The video imagery and intricate settings will be created by famed production designer Vello Edmund Virkhaus. Virkhaus' working credits include video projects with music groups such as Coldplay, Bon Jovi and artist 50 Cent. Adding to the impressive visual system, the hottest new nightspot in Vegas will boast phenomenal lenticular images of various rock figures in three-dimensional forms.

"Rok will be completely different from anything in Las Vegas," said Jonas Lowrance, partner of Rok. "We've thought of every detail, down to the most advanced video system in the world. Our guests will be treated to a nightclub experience that will leave a lasting impression."

Guests will appreciate the approachable, hip ambiance of Rok. Every detail of the club's interior will be designed for a comfortable yet enticing experience. Handcrafted red banquettes located right off the dance floor will have voyeurs satisfied with plenty of viewing pleasure. Ladies will welcome the hidden compartments in the banquettes to stow away their personal effects, leaving them freedom to dance and mingle all night. To top it off, convenient slots for liquor bottles and mixers located inside each table coupled with stupendous, desirable Rok servers will provide each guest the ultimate VIP experience.

World-famous interior designer Francois Frossard created Rok's unique setting and is widely recognized for his designs in nightlife including hotspots such as Mansion and Set in Miami.

Rok will be located at New York-New York, 3790 Las Vegas Blvd. S, Las Vegas, NV 89109. For more information, please visit <http://www.nynyhotelcasino.com/> or call (702) 740-6R0K/(702) 740-6765.

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