

Social House Opens Inside TI

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Nightlife Dining Concept Unveiled on Las Vegas Strip

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LAS VEGAS

PURE Management Group (PMG) ushers in a new age of Las Vegas dining with the introduction of Social House, the first restaurant from the Las Vegas-based company. Located within Treasure Island atop Tangerine Lounge & Nightclub, Social House is an innovative sushi restaurant with unrivaled decor, exuberant vibe and delectable cuisine.

"In recent years, TI has introduced energetic experiences to the property with the Sirens of TI, Tangerine and now Social House," said Tom Mikulich, president of Treasure Island. "Social House complements the other attractions at TI, making the resort the place for dining and nightlife."

Designed by acclaimed New York firm AvroKO, Social House combines an array of rich color patterns with a modern wood and steel-based design. Each room blends together to create a tranquil flow for dining and lounging.

While the decor of Social House is a display of artistic expression, the dinner menu is a masterpiece of its own with Executive Chef Joseph Elevado at the helm. Serving up Pan Asian cuisine and sushi, guests find an eclectic blend of Asian tastes prepared with the freshest products. Signature dishes highlight Chef Elevado's creations including Citrus Peel Miso Marinated Cod and Snake River Farms' Kobe Beef-Three Ways: Carpaccio, Tataki and Tartar. Dinner is available nightly from 5 p.m. until 11 p.m.

In addition to standard dinner service, Social House offers late-night dining Tuesday through Saturday from 11 p.m. until 4 a.m. Guests who attend a late show or head out to a nightclub now have the opportunity to enjoy a great meal into the early morning hours. The premier spot for late-night fare and cocktails, Social House offers customers an experience unlike any other on the Las Vegas Strip.

With a 10-seat sushi bar and a terrace overlooking the Las Vegas Strip, Social House adds another element to the

full-dining experience as a DJ spins European tunes to fit the ambiance of each evening. The fashionable yet relaxed setting can easily transform into a lounge as dining tables convert into cocktail tables.

"Social House has a very inviting and comfortable feel," said PMG managing partner Robert Frey. "We want people to enter the restaurant and leave with an experience they will remember."

PURE Management Group owns/operates PURE nightclub and Pussycat Dolls Lounge at Caesars Palace, Tangerine at TI and Coyote Ugly at New York-New York -- all in Las Vegas.

Treasure Island is the Las Vegas destination for those seeking a sophisticated resort experience coupled with the energy and excitement for which the city is known. TI guests enjoy fashionable AAA Four Diamond accommodations, an elegant lobby and a high-energy pool highlighted by luxurious cabanas and exotic cocktails. The Sirens of TI outdoor production features a clash between a group of beautiful, tempting sirens and a band of renegade pirates. The resort also offers tempting nightlife including Tangerine Lounge & Nightclub, dynamic restaurants such as Richard Sandoval's Isla Mexican Kitchen & Tequila Bar and one of the city's best entertainment options, Cirque du Soleil's Mystere. Treasure Island is a wholly owned subsidiary of MGM MIRAGE™. For more information and reservations, visit the web site at www.treasureisland.com, or call toll free at (800) 944-7444.

SOURCE: Treasure Island

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