

**Masterful Cocktails, Chic Design and Live Entertainment Nightly
at the South Bank's New Primo Bar**

London, 2 June 2010 – Fresh, creative cocktails, chic design and live entertainment are the hallmarks of London's newest place to enjoy a spectacular night out, Primo Bar.

At the centre of the Primo Bar experience is the menu of original cocktails that use only fresh fruits, herbs and high-quality spirits to create delicious drinks. The bar's team of talented mixologists creates a host of unique cocktails as well as mixing the traditional favourites. For a light bite, the bar offers an array of flavourful tapas-style dishes inspired by Chef Joël Antunes' international travels.

With its own stage, Primo Bar serves up not only a menu of specialty cocktails, but also some of London's most talented live acts seven nights a week. From Soul to Latin Vibe to Disco/Funk to Salsa and Live Jukebox, in which guests can ask the band to perform live on request, there's a choice of music for virtually every taste. Live music begins at 9 pm nightly and on Thursday, Friday and Saturday nights a DJ takes the floor at midnight to lead the late-night party.

Located in the heart of London's South Bank at the Park Plaza Westminster Bridge hotel, Primo Bar is infused with contemporary design. Subtle lighting, sleek leather seating and modern décor create a sophisticated ambiance.

For private events, an exclusive private seating area with views to Big Ben and the Houses of Parliament is available by reservation.

Primo Bar is open daily. Reservations: + 44 (0) 20 7620 7282. Information:

www.primobar.co.uk

Located on the vibrant South Bank opposite Big Ben and the Houses of Parliament, Park Plaza Westminster Bridge London is only steps from the city's most iconic attractions including the London Eye, London Aquarium and Royal Festival Hall. Spacious guest rooms, which include 54 suites and penthouses, provide a host of boutique touches alongside thoughtful amenities. Distinctive dining options include Brasserie Joël, Ichi Sushi and Sashimi Bar, espressamente illy coffee bar and for cocktails, the stylish Primo Bar.

About Park Plaza Hotels

Park Plaza Hotels Limited is owner, operator and franchisor of hotels in Europe, the Middle East and Africa. The majority of the group's hotels operate under the **Park Plaza Hotels & Resorts** brand (part of Carlson Hotels Worldwide), over which the Group has exclusive rights in 56 countries in EMEA, or **art'otel**, a brand which the company fully owns. Park Plaza Hotels also manage the luxury all-suite **Plaza on the River- Club and Residence, London**.

Through its strategic partnership with Carlson, one of the world's largest travel and hospitality companies, Park Plaza Hotels has access to Carlson's powerful reservation and distribution system, airline partnerships with 20 airlines, loyalty programmes such as **goldpointsplusSM** for guests and **Look To Book[®]** for travel agents and cross-selling opportunities.

There are currently over **35 hotels and aparthotels** and nearly **7,000 rooms** in the Group's portfolio. By the end of 2012, the Group's committed projects and territorial franchise agreements are expected to increase the number of rooms to over **13,000**. Projects under development include Park Plaza Marrakech (2010), Park Plaza Nuremberg (2011), art'otel amsterdam (2011) and art'otel london hoxton (2013).

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