

PRESS RELEASE

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For Immediate Release



The ultimate office* party returns to Planet Hollywood!

office*, the UK's only dedicated event for PAs, EAs, office managers and senior administrators, announced today that its popular after show networking party is to be held at Planet Hollywood London once again this year.

"Every great event needs a great party and what a party it was! We are delighted to be working in partnership with Planet Hollywood London again, its reputation for throwing an unmissable party is seriously well-deserved!" said Ali Mead, office*'s event manager.

The glamorous tinsel-town inspired venue will roll out its red carpet to welcome a select group of office* show attendees after the close of business on the first day of office*, Thursday 15 September. The Office Party @ Planet Hollywood will offer its guests, which will include many of the event's exhibitors plus key buyers and decision makers from some of the UK's biggest organisations, a unique opportunity for informal networking amid fabulous surroundings.

Set to be a night to remember, there will be free drinks and canapés between 6-9pm (cash bar thereafter), while live entertainment, courtesy of Globestar Management, includes west end cast performances by top drawer singing group The Show Must Go On and a show-stopping routine by The Globe Girls. The real star of the office* party however is expected to be the world-famous venue itself, which will be dressed for the occasion by London-based Peachy Productions; in association with Globestar Management.

"office* 2010 was a particularly good show for Planet Hollywood, generating genuine enquiries from legitimate visitors," said Phil Sherrington, sales & marketing manager from Planet Hollywood. "We are thrilled to be hosting the office* after party again this year, dust off your dancing shoes for the best party in town."

Home to a wealth of original film memorabilia, guests at The Office Party @ Planet Hollywood will find themselves surrounded by over 50 pieces of Hollywood history, including Marilyn Monroe's costume from Bus Stop, one of Charlie Chaplin's trademark canes, Pierce Brosnan's 007 outfit from Golden Eye,

Ursula Andress' infamous bikini from Dr No, Captain Kirk's communicator from the Star Trek TV series and R2D2 from the classic Star Wars films.

Tickets to The Office Party @ Planet Hollywood are by invitation only and available to a strictly limited number of office* show attendees. Tickets can be applied for via the show's online registration page (<http://www.exporeg.co.uk/visit/sites/dbc/office/11/vis/login.asp>). Successful applicants will be notified prior to the event.

office* is aimed at meeting the business needs and aspirations of today's modern office professionals and takes place on 15-16 September 2011 at Earls Court Exhibition Centre in London. It is free to attend for pre-registered visitors. For further information, please visit www.officeshow.co.uk.

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Media enquiries to:

Emma-Louise Jones, PR Executive

t: +44 (0)1273 645134 e: ejones@divcom.co.uk

office* Exhibitor enquiries to:

Ali Mead, office* Event Manager

t: +44 (0)1273 645124 e: amead@divcom.co.uk

Notes:

- Diversified Business Communications UK Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to office*, Diversified UK also organises lunch!, Natural & Organic Products Europe, camexpo, the Independent Health Store Conference, and the Service Desk & IT Support Show. The company publishes Natural Products magazine and the Natural Beauty Yearbook.

office* 2011 Visitor Information:

Admission: Free to pre-registered visitors, £20 on-the-door

Location: Brompton Hall, Earls Court, London SW5 9TA

Opening hours: Thursday 15 September, 9.30-17.30 & Friday 16 September, 9.30-17.00

www.officeshow.co.uk

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<http://www.facebook.com/pages/office/116716991701373>

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