

PRESS RELEASE

Issued: 26 May 2010

For Immediate Release

office* show to host exclusive Office Party @ Planet Hollywood

office*, the dedicated new exhibition and conference for PAs, EAs and Office Managers, is to host an exclusive after show party at the re-launched Planet Hollywood in London. Taking place from 6:30pm onwards, after the close of business on the first day of office* – Tuesday 21 September, The Office Party @ Planet Hollywood will give a select group of office* attendees an unrivalled opportunity to meet and network in a more relaxed and informal environment.

Tickets to The Office Party @ Planet Hollywood are by invitation only and available to a strictly limited number of office* show attendees (which will include both exhibitors and visitors). Details on how to register an interest in attending the office* after show party are to be released by the show's organisers Diversified Business Communications (UK) Ltd next month.

Set to be a night to remember, there will be free drinks and canapés until 9:30 (cash bar thereafter), live music, plus a West End cast performance to bring the curtain down on the evening's entertainments. The real star of the show however is expected to be the glamorous tinsel-town inspired venue itself – Planet Hollywood London. Relocated to Haymarket last year, whilst the venue may have changed its reputation for throwing a good party hasn't, and the name Planet Hollywood remains synonymous with its original megastar backers – Hollywood legends Sylvester Stallone, Bruce Willis, Arnold Schwarzenegger and Demi Moore.

Phil Sherrington, Sales & Marketing Manager from Planet Hollywood, says: "Planet Hollywood London is thrilled to be involved with the inaugural launch of office* in 2010. We are famous for our parties and the office* organisers and ourselves have pulled out

all of the stops to make sure that this becomes a party to remember for all the right reasons. Let your hair down with the stars this year at Planet Hollywood.”

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.

“We are delighted to be working in partnership with one of London’s premier party venues – Planet Hollywood,” says Ali Mead, office*’s Event Manager. Commenting further, she added: “The evening will provide an excellent opportunity to network and be entertained after a hard day of ‘doing business’ at this highly anticipated event.”

office* is aimed at meeting the business needs and aspirations of today’s modern office professionals and takes place on 21-22 September 2010 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.

ENDS

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 to Editor:

- office* is the brand new event for 2010 that focuses on bringing Office Professionals, PAs, Office Managers and Executive Assistants together with potential new business partners and solutions providers. Developed in consultation with prospective visitors, associations, publishers, manufacturers and training providers, it aims to inspire and educate all those working within this dynamic industry.

VISTOR INFORMATION:

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

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

Opening hours: Tuesday 21 September 2010, 9.30-6.00 & Wednesday 22 September 2010, 9.30–17.30

Website: www.officeshow.co.uk

- 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, and the Independent Health Store Conference. The company publishes Natural Products magazine and the Natural Beauty Yearbook.
- Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.