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**NIKKI BEACH STORMS CANNES FILM FESTIVAL
FOR THE 7TH YEAR IN A ROW**

*Worldwide Luxury Lifestyle Brand Nikki Beach To Present
Exclusive Cannes Film Festival Parties Featuring A-List Celebrities On the Sand*

Cannes, France (April 24, 2009) – Exclusive lifestyle brand Nikki Beach is set to showcase their signature ultimate beach club concept in the south of France, creating one of the Cannes Film Festival's most exciting event spaces for the seventh consecutive year. From May 13 through May 24, 2009, Nikki Beach will present twelve days of the hottest movie premieres, concerts and fashion shows.

By day, Nikki guests can lounge on linen beds lining the waterway while dining on platters of fresh gourmet cuisine and sushi on La Croisette at the private beach of the modern four-star hotel Le Grand Hotel Cannes. By night, Nikki Club will consist of the most glamorous movie premieres, incredible fashion shows and unique showcases from international artists and world famous DJs – located inside the Palais du Festival.

With an incredible list of participating sponsors, including Grey Goose Vodka, Piper-Heidsieck Champagne, Cointreau, Mount Gay Rum, Rémy Martin Cognac and J Craft Boats, Nikki Beach is sure to enthrall film industry VIP's, movie stars, and European royalty in the heart of Cannes for the most prestigious film festival.

The A-list will be treated to a preview of Swedish luxury yacht company, J Craft Boats, a benchmark for craftsmanship, finish, elegance and performance in contemporary sports power boating. Throughout the Cannes Film Festival, three J Craft 40 yachts will serve as relaxation points and luxurious taxis to ferry VIP's from Nikki Beach to their desired destination– from glamorous film premieres and screenings to A-list parties and events. A Mount Gay stewardess will keep passenger's cocktail glasses full while traveling across the Cannes waters.

Grey Goose will be erecting a sleek, fully functional customized ultra lounge located inside Nikki Club with chairs that glow with the signature Grey Goose logo and mirrored cocktail tables while celebrating the launch of the new limited edition bottle created for the 2009 Cannes Film Festival by renowned designer Jack Garcia. Sponsor Cointreau will showcase their "Cointreau Teese," a violet "flower cocktail" created by the liquor brand's spokesperson, Dita Von Teese, using Monin violet petals. Additional Nikki Beach sponsors include Rémy Martin, the official cognac of the Cannes Film

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Festival, and Piper-Heidsieck Champagne, the official champagne of the Cannes Film Festival, who will host a Piper-Heidsieck “Rare” VIP lounge contained within Nikki Club, offering distinguished guests the opportunity to taste the exceptional Piper-Heidsieck Rare Vintages (1999 bottle and 1998 magnum) in an exclusive and private ambiance. Piper-Heidsieck will release their newest product, “Piscine Island,” an authentic floating bar that keeps itself afloat with its four Piscine glasses and its bottle of Piper-Heidsieck Cuvee Brut in the water without need for props or anchors.

Following the festival, Nikki Beach will release a limited edition Art Book giving readers a first hand look into the ambiance and social functions at Nikki's two locations during the 62nd Cannes Film Festival through a reportage-style. The art direction will be led creative agency Buero New York and Nikki’s Cannes atmosphere will be captured by up-and-coming photographer Alexis Dahan.

Over the past six years, Nikki Beach at the Cannes Film Festival has catered to an incredible clientele, including Woody Allen and Scarlett Johansson hosting the premier party for their movie “Match Point,” the “Trophee Chopard,” hosted by Penelope Cruz and Sir Elton John (two years in a row,) an Alicia Keys private concert, Sharon Stone hosting her press conference for “Basic Instinct II,” Natalie Portman and George Lucas' press conference for the latest “Star Wars,” The Valentino Cocktail party and many others.

About Nikki Beach

In 1997, Nikki Beach introduced the world to the ultimate beach club concept bringing dining, fashion, music and entertainment together. Over a decade later, Nikki Beach continues to make its mark in the world’s hottest addresses and trendsetting locales, recently claiming the #1 spot in Travel Channel’s *World’s Sexiest Beach Bars*. The Nikki Beach concept has transcended its international venues and grown into a global lifestyle company: a clothing line, Endless Summers by Nikki Beach—which will be launched at the 2009 Cannes Film Festival; Marketing and Public Relations Divisions; Global Sponsorships and Special Events; Nikki Beach Music; a VIP Membership card and concierge program; Nikki Style Magazine; and a Hotel and Resorts Division with 14 new locations to open starting in 2010. In it’s first year, the new Turks & Caicos Resort placed #2 on the Travel Channel’s *21 Hottest Caribbean Escapes*.

The Nikki Beach lifestyle can now be experienced in eleven cities, in eight different countries with more locations to come in the near future: Miami Beach, Florida, USA; Hollywood, Florida, USA; St.Tropez, France; Cannes, France; St. Barth, French West Indies; Marbella, Spain; Cabo San Lucas, Mexico; Providenciales, Turks and Caicos Islands; New York City, New York, USA; Marrakech, Morocco; Koh Samui, Thailand; Playa Blanca, Panama.

For more information on Nikki Beach, please visit www.nikkibeach.com.

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