REVEL

REVEL ANNOUNCES EMPORIUM TO OPEN AT THE ROW ON JULY 1

Emporium Features a Sophisticated Collection of Shop-in-Shop Concepts Showcasing Fashion-Forward Designers and Brands

REVEL BEACH, Atlantic City, N.J. (June 19, 2012) – Revel elevates fashion with the opening of **Emporium** at The Row, the beachfront destination's retail space, on July 1. Emporium, which was created exclusively for Revel, is a 10,000-square-foot shop-in-shop concept and showcases a carefully curated mix of contemporary and luxury brands.

Developed by the IK Retail Group, a Washington, DC-based retail company with more than 30 years of retail experience in the U.S., Emporium features 14 shop-in-shop brand concepts and 10 jewelers in its opening phase. Each brand will have 400-800 square feet of dedicated space within Emporium and designed with its latest concept and décor to mimic its corporate prototype.

"This new concept took more than three years to develop as it is our intention to offer consumers the very best in each category," said Iraklis Karabassis, owner of the Emporium. "Revel is the ultimate partner in such an endeavor."

Presenting the hottest, fashion-forward international and domestic brands as well as exclusive labels, Emporium also acts as an incubator for emerging brands to establish a retail presence in the U.S. Brands will make their U.S. debut at Emporium including **Sandwich**, a global women's fashion brand based in the Netherlands; Milan-based contemporary lifestyle label **Lui Jo;** and luxury Italian bikini and swimwear collections by **Masquenada.**

Additionally, Emporium features a mix of collections and accessories for men and women including designer apparel from some of the fashion industry's best-selling brands such as **Rebecca Minkoff**, **G-Star Raw** and **JC Rags**. Footwear legend **Vince Camuto** will debut his first shop-in-shop concept at Emporium with his *Signature Collection* and full assortment of apparel, handbags, shoes, and accessories.

Emporium will also house a shoe-and-handbag gallery, an expansive jewelry offering including collections by **Gemma Redux** and Milan-based brands, **Pomelatto** and **Dodo.** The new **Bassline** concept presents an eclectic and sophisticated mix of urbanwear complete with an impressive collection of sneakers and accessories. As denim continues to soar in the market, Emporium's **DNA 2050 Denim Gallery** will provide a rich mix of today's most coveted denim brands to cater to true denim connoisseurs. Brands including **Adriano Goldschmidt**, **J Brand**, **PRPS**, **True Religion**, **Nudie**, **Hudson**, **Paige**, **Habitual** as well as full collections **Scotch & Soda**, **John Varvatos**, and **Rag & Bone**. Emporium will be the largest of Revel's curated collection of boutiques in The Row.

Revel is a new destination for uncommon recreation. The beachfront resort is smoke-free and features more than 1,800 rooms with sweeping ocean views. Designed to embrace its natural surroundings, Revel curates a collection of daylife and nightlife experiences crafted to bring the outside in and the inside out. Indoor and outdoor pools, gardens, lounges, and a 32,000-square-foot spa provide guests with a relaxing resort, while an outstanding collection of 14 restaurant concepts

from award-wining chefs and restaurateurs, live entertainment featuring marquee acts and international artists, nightclubs, an oceanfront dayclub, a casino that feels like a theatre and a collection of boutiques in The Row tailor to each guest's passions.

Revel features more than a dozen restaurants from renowned chefs and restaurateurs who have a vested interest in Revel and bring their signature flair from their regional restaurants in Washington, D.C., Philadelphia and New York City. Strong entrepreneurial spirits and a tremendous talent to create gastronomic and lifestyle experiences are common threads among Revel's partners.

To start your Revel journey, visit www.revelresorts.com. To receive the latest updates on Revel, become a fan on Facebook at www.facebook.com/revel and follow @revelresorts on Twitter. Revel is located on the Boardwalk at Connecticut Avenue in Atlantic City, New Jersey.

About IK Retail Group
Iraklis Karabassis, CEO and President of IK Retail Group, is one of the most sought-after retailers in America today. He began his career in the retail industry 30 years ago when he introduced the "United Colors of Benetton" brand to the U.S. He developed and nurtured the brand across North America, creating a company that distributed, owned, and operated over 100 stores in the US and Canada. In March 2008, Mr. Karabassis sold his Benetton operation in its entirety to the Benetton Group of Italy. Through the years, IK Retail Group has expanded and diversified their retail portfolio to include international brands such as MaxMara, Piazza Sempione, Billionaire Italian Couture, Andrews Ties, G-Star Raw, DNA 2050 Concept Store. They have also created restaurant concepts such as Washington DC's Famous Café Milano, Sette Osteria, M Café and Famoso Restaurant and Lounge. Iraklis Karabassis also envisioned, developed and leased one of the top national luxury retail developments in the country, The Collection at Chevy Chase, home of prestigious retailers such as Dior, Gucci, Jimmy Choo, Bulgari, Ralph Lauren, Tiffany's and more. IK Retail Group's offices are located in the heart of Georgetown in Washington, DC and are fully equipped, utilizing proven retail structures and systems to run a multi-concept retail operation.

To learn more about IK Retail Group or Emporium at Revel, visit www.ikretailgroup.com. To receive the latest updates on Emporium, become a fan on Facebook at www.facebook.com/EmporiumatRevel and follow @EmporiumatRevel on Twitter.

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