

DOLCE TO OPEN NEW LOCATION IN RENO

Jan 26, 2006

Reno, NV (January 25, 2006) - Exporting a plate of West Hollywood ?lan to Reno, Nevada, Grand Sierra Resort Corp. has announced that L.A.'s hottest Italian restaurant Dolce will open a second location this summer at Grand Sierra Resort and Casino. The new venue is designed by Dodd Mitchell, responsible for the interior of the original Dolce as well as Grand Sierra Resort, a \$1.8 billion redevelopment scheduled to transition the former Reno Hilton into a 145-acre world-class resort.

Expected to be approximately 7000 square feet, Dolce will follow in the tradition of its flagship location on Melrose Avenue in West Hollywood, known for its classic yet imaginative Italian cuisine, abundance of fine wines and warm ambience. The design, menu and wine list will be similar to the original Dolce. Owned by nightlife impresarios Mike Malin and Lonnie Moore, Dolce also boasts such celebrity investors as Ashton Kutcher, Danny Masterson, Wilmer Valderrama, Chris Masterson and Jamie Kennedy.

"Since its opening in April [2003]," wrote the Los Angeles Times, "Dolce has become a favorite of young Hollywood." Angeleno called it "L.A.'s hottest restaurant" while InStyle dubbed it a "white-hot trattoria" that "offers L.A.'s sexiest late-night scene." InTouch credits part of its allure to "famed L.A. hotspot designer Dodd Mitchell" who "used his signature feng shui planning so stars feel peaceful while partying." And what stars have made Dolce a favorite spot? The list includes Madonna, Prince, Elton John, Britney Spears, Sean "Diddy" Combs, Paris and Nicky Hilton, Jennifer Aniston, Jude Law, Salma Hayek, Lindsay Lohan, Denzel Washington, Ben Stiller and Queen Latifah.

"Our effort to create a coveted upscale destination for families, business travelers and others is greatly enhanced with the addition of Dolce to Grand Sierra Resort," stated Dodd Mitchell. "It is a coup to have Dolce as a restaurant anchor, and we look forward to opening its doors this summer."

According to Inc. magazine, Reno was recently voted the number one city for doing business in America.

"Reno is a diamond in the rough that Dodd and his partners are helping to transform into a polished gem," said Lonnie Moore. "We are thrilled to be part of this process by bringing Dolce to Grand Sierra Resort."

Grand Sierra Resort and Casino will include nearly 2,000 rooms, ten waterfront restaurants led by award-winning chefs amid outdoor branded retail stores, nightclubs, 1,800-seat dinner theatre, an expanded casino and the nation's largest indoor water park. Among other features will be a 38-acre lake with a world-class water show, five-acre outdoor grass amphitheater/park, and four-level golf driving range. The resort is located in the heart of Reno, "America's Adventure Place," only minutes away from dozens of championship golf courses, some of America's finest ski resorts, and hiking, biking, fishing and boating on Lake Tahoe.