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**New York Scores A Gem With Sapphire**

*"Crown Jewel" of the Adult Entertainment Industry Opens Second Location in Manhattan*

New York, NY (January 12, 2009) -- The Upper East Side gets lucky this January as **Sapphire Gentlemen's Club** opens its doors to New York City's elite, January 15, 2009. Known as "The World's Largest Gentlemen's Club," **Sapphire** is reputed for alluring celebrities, executives and politicians alike to their renowned Las Vegas location by bringing an air of elegance to adult entertainment. Now, **Sapphire** claims the space of the long-famed *Scores*, made famous by radio host Howard Stern.

**Sapphire** New York will become a destination for both tourists and Big Apple residents alike. After the renovation and remodeling, **Sapphire** will provide premiere adult entertainment to one of the nation's wealthiest zip codes with an air of elegance and class and is satisfied to be the only gentlemen's club in the district. At 10,000 square feet, **Sapphire** will pamper New Yorkers with provocative dancers, full bottle service and an extensive list of wine and champagne as well as complimentary concierge service and VIP amenities. Guests of **Sapphire** will be treated to a wide array of lovely ladies as the gentlemen's club has over 8,000 on staff.

"Sapphire Las Vegas is excited to expand to the east coast," says Managing Las Vegas partner **Peter Feinstein**. "Many New Yorkers travel to our premier Las Vegas location and we're happy we can now cater to them in their own city."

In addition to **Sapphire's** enticing entertainment offerings, the venue will feature a prestigious steakhouse helmed by five-star chef, Jayson Margulies, formerly of the Penthouse Executive Club's *Robert's Steakhouse*. Continuing the company's tradition for leisure and indulgence, the restaurant's atmosphere will be unparalleled in classic décor and extensive hospitality.

As the finishing touches are placed Managing New York partner **Glen Bernardi** states, "the opening of Sapphire New York will raise the the bar in the adult entertainment industry as it brings fantasy, elegance and sophistication to the New York market."

**ABOUT SAPPHIRE GENTLEMEN'S CLUB**

The original **Sapphire Gentlemen's Club** in Vegas sets the standard—boasting an impressive 70,000 square feet of enjoyment with 300 entertainers on a nightly basis. **Sapphire New York** will showcase the same extravagant style and commitment to over-the-top entertainment. In addition to the classic gentlemen's club and steakhouse, **Sapphire New York** offers deluxe amenities including designer suites with private butlers, concierge services and varying themes to satisfy every indulgence. The January 2009 opening of **Sapphire New York**, sponsored by Taittinger Champagne, will begin at 8 PM. The grand opening party, scheduled for March 2009, will be an event to be remembered for years to come!

For more information about **Sapphire New York** contact **Feinstein/McGuinness PR**, 323.957.2700 or [tracy@fmpr.tv](mailto:tracy@fmpr.tv) / [devon@fmpr.tv](mailto:devon@fmpr.tv). For more information about **Sapphire**

**Gentlemen's Club** in Las Vegas please visit the website [www.sapphireLasVegas.com](http://www.sapphireLasVegas.com).

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