

# THE PALAZZO®

## ZINE NOODLES DIM SUM AT THE PALAZZO NAMED “TOP 10” CHINESE RESTAURANT IN THE U.S. BY CHINESE RESTAURANT NEWS

*Zine is the first and only Las Vegas restaurant to place in the top 10 in the 6-year history of the Top100 Chinese Restaurants in the USA awards*

**Las Vegas (January 6, 2010)** – The hidden gem at The Palazzo proved a winner as Zine Noodles Dim Sum received the Overall Excellence Award from Chinese Restaurant News at the 6th Annual Top 100 Chinese Restaurants Award show at The Venetian. Zine Noodles Dim Sum, an authentic Chinese restaurant located on The Palazzo casino floor level, is the first restaurant in Las Vegas to rank in the top 10 at the prestigious award ceremony. Showcasing the highest standards of cuisine, decor, and service, the award is prestigious among Chinese restaurateurs.

Many qualifications must be met in order to be considered for the Overall Excellence Award. The criteria consists of a restaurant: being in business a minimum of two years, receiving positive industry or customer recognition, and having a menu where 50 percent of the cuisine is Chinese-focused. When the final results are calculated, along with the Mystery Diner's scores and direct votes from the general public, the top 100 highest scoring restaurants achieve the award.

"Zine's philosophy is to provide an authentic Chinese experience to our guests through cuisine and service," said Ken Wong, executive director of Paiza Club Operations at The Palazzo and The Venetian. "We are thrilled that Chinese Restaurant News, the restaurant industry, and our valued guests have recognized this and provided us with such an honor."

"From suburban buffets to high-end restaurants, Chinese cuisine has become as American as apple pie," said Betty Xie, editor-in-chief of *Chinese Restaurant News*. "With these awards, we acknowledge those restaurateurs who excel at the overall experience: exceptional food and magnificent service in beautiful restaurants. We salute Zine Noodles Dim Sum for being the first restaurant from our host city of Las Vegas to rank in the top 10 in our six year history."

From acclaimed chef Simon To, the genius behind the exclusive Paiza Club, Zine Noodles Dim Sum melds traditional dishes with the exotic and simple with the extravagant in a comfortable, contemporary ambience. Drawing from Cantonese, Taiwanese, Vietnamese, Szechuan and other Asian cooking styles, Chef Simon To has created a menu that's equally tempting to both the casual and adventurous diner. From the Rare Filet Mignon Noodle Soup and Abalone and Chicken Congee to the Singapore-Style Pan-Fried Crab with Chili and Steamed Lobster in Garlic Sauce, every dish is a delectable transport to the most acclaimed kitchens of Asia.

Chef To has 30 years of experience cooking Asian cuisine. Originally from Hong Kong, he specializes in Canton and Szechwan styles and is considered a dim sum master. Chef To has served his signature dishes all over the world, including France, Hong Kong and Canada and was

recently awarded the coveted Bleu Ribbon Award from Le Cordon Bleu College of Culinary Arts.

For more information or reservations, please call Zine Noodles Dim Sum directly at 702.607.2220 or visit online at [www.palazzolasvegas.com](http://www.palazzolasvegas.com).

*Statements in this press release, which are not historical facts, are "forward looking" statements that are made pursuant to the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve a number of risks, uncertainties or other factors beyond the Company's control, which may cause material differences in actual results, performance or other expectations. These factors include, but are not limited to general economic conditions, competition, new ventures, government regulation, legalization of gaming, interest rates, future terrorist acts, insurance, and other factors detailed in the reports filed by Las Vegas Sands Corp. with the Securities and Exchange Commission.*

#### **About The Palazzo Las Vegas**

With over 3,000 expansive suites, luxury shopping and world-class dining and entertainment, the \$1.9 billion, 50-story Palazzo Las Vegas, AAA® Five Diamond and Mobil Four-Star Award winner, literally takes luxury to new heights. Highlighted by a flagship, 85,000-square-foot Barneys New York, The Shoppes at The Palazzo features more than 60 luxury boutiques. In addition, 20 remarkable stores and luxury brands made their Las Vegas debuts at The Palazzo, including Chloé, Tory Burch, Christian Louboutin, Diane von Furstenberg, Van Cleef & Arpels, Catherine Malandrino, Anya Hindmarch, and Michael Kors. Additionally, The Palazzo offers a variety of cuisines from a collection of award-winning chefs such as CarneVino by Mario Batali, CUT by Wolfgang Puck, Table 10 by Emeril Lagasse and Restaurant Charlie by Charlie Trotter. Other one-of-a-kind offerings include, Tony Award winning Broadway musical, JERSEY BOYS, the chic dining and nightlife LAVO, the world's largest Canyon Ranch SpaClub, and the ultimate sports bar, sportsbook and restaurant on the Strip: Lagasse's Stadium. For more information, please visit The Palazzo website at [www.palazzolasvegas.com](http://www.palazzolasvegas.com) and follow on twitter @palazzolasvegas.

#### **About Chinese Restaurant News**

Chinese Restaurant News ([www.c-r-n.com](http://www.c-r-n.com)) was founded in 1995 to inform the Chinese speaking owners and operators of over 45,600 Chinese restaurants in the U.S. of industry news and trends. CRN is published by parent company, Smart Business Services, Inc., a global media company that represents the Chinese-American community and business people involved with U.S.-China trade. ([www.s-b-s.net](http://www.s-b-s.net)).

#### **Media Contacts:**

Dawn Britt/Ashley Farkas, The Palazzo, 702.414.4334

Lisa Santwer/Michele Voelkening, Chinese Restaurant News, 702.499.2405/702.610.4064