FALL IN LOVE WITH LONDON
AT LONDON'S NEWEST TOURIST ATTRACTION

For a limited period only, London is to get its own Empire State Building-style viewing gallery. This exciting new experience will be located at Altitude 360º on the 29th floor of the Millbank Tower.

Located in the heart of Westminster adjacent to the London Eye, The Houses of Parliament and the River Thames, the 118 metre-high Millbank Tower is not only one of the capital's tallest buildings, but a Grade II listed icon in its own right. The prime position of Altitude 360º at the top of this skyscraper will afford visitors unrivalled views of London's most iconic landmarks.

The viewing gallery at Altitude 360º will be open to the public on selected days throughout August. What's more, unlike other attractions, there is no time limit, allowing guests to enjoy the spectacular 360 degree views at their leisure.

The viewing gallery will be open throughout the day including sunset and night owls meanwhile can take full advantage of the unique perspective of the city that the 1am closing time will afford. To add to the enjoyment, stand-up comedians will be on hand to talk about the views and point out key landmarks.

Since opening in 2007, the award winning Altitude 360º has established itself as one of the UK's leading venues for exclusive private and corporate events. The opening of the viewing gallery offers the general public a rare opportunity to share its panoramic vistas.

Commented Peter Kerwood, Altitude London's Marketing Director: "We are very excited about opening our viewing gallery to the general public. It really does offer a completely different way for visitors from home and abroad to view our amazing capital."

Tickets for Altitude 360º viewing gallery are priced from £10 for adults, £5.00 for children (5 to 12 years) and children under 5 are free. A VIP package is also available.

All tickets are on sale though **See Ticket** on www.altitudelondon.com/view and advance booking is advised.

Altitude 360, Millbank Tower, 21-24 Millbank, London SW1P 4QP

For further information please contact:
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Notes to Editors:

Access to the Viewing Gallery is available from 10am until 1am on the following days during August:

Friday 13th, Saturday 14th and Sunday 15th
Friday 20th, Saturday 21st and Sunday 22nd
Friday 27th, Saturday 28th and Sunday 29th

TICKET PRICES

VIEWING GALLERY PREMIUM TICKET

Premium tickets include access to the Viewing Gallery, complimentary Altitude 360º map of the London skyline and souvenir photograph.

Adults (12 years & above)	**£17.00**
Senior citizens & students	**£14.00**
Children (5 to 12 years)	**£8.00**
Children under 5	**FREE**
Group (10 adults)	**£136.00**

VIEWING GALLERY LITE TICKET

Adults (12 years & above)	**£10.00**
Senior citizens & students	**£7.00**
Children (5 to 12 years)	**£5.00**
Children under 5	**FREE**
Group (10 adults)	**£80.00**

VIP tickets offering fast-track and flexible access times are also available.

ABOUT ALTITUDE LONDON

Millbank Tower Millbank, Westminster SW1 is 118m/32 storeys high. Millbank Tower is the home of **Altitude London**, the five star media and entertainments venue which includes; **Altitude 360** on the 29th floor, **The View** on the 6th floor, the **River Room** on the 2nd floor and the **Millbank Media Centre** on the ground floor. Designed by Ronald Ward and Partners and constructed in 1963 it was originally known as Vickers Tower. The iconic skyscraper has been owned by David and Simon Reuben since 2002 and is now a Grade II listed building.

ABOUT SEE TICKET

The UK operation of SEE is part of a European enterprise retailing over 40 million tickets per annum across Europe. Across Europe we have operations in the UK, Holland, Belgium, France, Germany, Austria, Poland and Spain. The diverse nature of our clients (Media 10, SJM Concerts, BBC Proms in the Park, Really Useful Group Theatres and The Ryder Club to name a few) demonstrates the flexibility of SEE's operation and the trust extended to it to process transactions on the behalf of each client.