



PRESS RELEASE
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ALTITUDE LONDON OPENS ITS DOORS TO OUTSIDE CATERERS & BRINGS BACK GOOD OLD FASHIONED CUSTOMER SERVICE

Altitude London has grown dramatically over the last four years. When the business first started, its focus was on corporate events and broadcasting. Over time the business mix has changed considerably to include an offering of nine unique venues, a cocktail bar, a 300 seat Curzon Cinema and experiences such as Champagne tasting, brunch and exclusive dinners as well as events all of which have incredible views of London. In the coming months the business will be opening new restaurants and a private members club.

To reflect the new business model on Friday 6th May, the owners, Seychelles Capital appointed a new specialist operator "Millbank Events Limited" to run the ever expanding and diversifying business. Millbank Events will specialise in providing a five star offering in a five star environment changing Altitude London from being just a corporate venue to being a fully integrated consumer and corporate entertainment space.

The new business model will open up the venues for the first time ever to outside caterers allowing some of London's top caterers to use the venues. This is a dramatic change for Altitude London that has always had a strict "no outside caterer's" policy. Another change will be to offer event management companies full access to all of Altitude London's venues, some of which have not been available to outside agencies until now.



The new senior management team will be headed up by Executive Director Cris Calarco who brings with him a wealth of experience from both the consumer and corporate markets. Formally General Manager of prestigious West End clubs 24 London, Noble Rot, Attica and No.5 Cavendish Square, Cris has put together an experienced senior management team to focus on Altitude London's new strategies. Also newly joining the nine strong management team at Director level will be Danielle Galland and Annalisa Sullivan.

Cris Calarco said "We will be moving into the retail sector in a huge way, this is all part of our exciting expansion program providing experience days for tourists as well as those living in our Capital. The new operating company will continue with the varied and exciting projects the business is experiencing but will focus on both corporate and consumer experiences within the organization.

As the new operators, we have been tasked with bringing back good old fashioned customer service driving the business forward. We will be using the many years of experience of the new senior management team to concentrate on the new business model. We want to welcome, for the first time ever, London's top caterers to Altitude London's venues which will allow our clients greater choice when deciding on who to use to cater for their event. Many of our venues have been off limits to event management companies up to now. All this red tape has now been cut and we are opening our doors to a select number of reputable companies to work with us in delivering five star corporate events giving the consumer greater choice when using what is undoubtedly London most diverse and exclusive group of venues housed in a London Skyscraper".

The New Senior Management Team at Altitude London

Cris Calarco – Executive Director

Danielle Galland – Director

Annalisa Sullivan – Director

Peter Kerwood – Marketing Director

David Coley – Sales Director

Freddy Frampton – Communications Director

David Harriot – Business Development Director

Hannah Parsons – Director of Events

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ALTITUDE LONDON

Situated in Westminster, Millbank Tower is 118m/32 storeys high. Millbank Tower is the home of Altitude London, the five star media and entertainments venue which includes; Altitude 360° & THE LONDON SKY BAR on the 29th floor, Altitude 360° Black on the 28th floor, The View Studios on the 6th floor, the River Room and Paint Gallery on the 2nd floor and the Millbank Media Centre and Curzon Millbank Cinema on the ground floor.