



11th November 2010

ALTITUDE LONDON UNVEILS CUTTING EDGE NEW EVENT SPACE

Altitude London, the capital's largest and most spectacular riverside venue complex, is delighted to announce the opening of **Altitude 360° Black**. This ultra stylish and sophisticated counterpart to the much lauded Altitude 360° will open its doors on 1 December 2010, presenting an open slate for event bookings in the New Year.

This edgier and sexier new event space, with its sleek, monochromatic black design, is situated on the 28th floor of the Grade II listed Millbank Tower, one below its white-themed sibling, Altitude 360°.

Alongside its breathtaking panoramic views, **Altitude 360° Black** features a wrap around bar, ten plasma screens and a fully integrated multi-zone sound system. This versatile new venue can accommodate up to 600 people and provides the perfect backdrop for all manner of exclusive private and corporate events.

Commented John Lowther, Managing Director of Altitude London: "**Altitude 360° Black** will be one of London's most significant new venue openings for 2011. We are sure its popularity will soon equal even that of Altitude 360°. It compliments perfectly our existing offering here at the Millbank Tower and consolidates our position as one of the premiere corporate and private event spaces in the capital."

There will be a hard hat tour of this incredible new event space on Monday 15th November, between 11am and 9pm. Champagne and canapés will be served in Altitude 360°. To attend, please register at <http://bit.ly/blackinvite>.

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

For further information, please contact:

Peter Kerwood

tel: 0845 500 2929

e-mail: peter.kerwood@altitudelondon.com

ABOUT 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 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.

The concept and design was the brainchild of Hong Kong born entrepreneur Justin Etzin who is The Global Brand Owner.