



BILOXI

HARD ROCK HOTEL AND CASINO BILOXI'S ENTERTAINMENT DIRECTOR TAKES HOME TOP HONOR AT CONFERENCE

Biloxi, October 20, 2011 – Hard Rock Hotel & Casino Biloxi's Entertainment Director Robyn Smith took home the top honor of Casino Buyer of the Year at the 2011 International Entertainment Buyers Association Talent Showcase & Conference (IEBA) October 2-4 in Nashville, TN.

IEBA represents a vast variety of types of entertainment buyers and the awards reflect just that. The awards are split up into categories of Corporate, Casino, Fair, Festival, Club, College and many more. Smith was recognized as Casino Buyer of the Year out of six total nominees. The criteria were based on Individual showing special achievement within their category by exemplifying the IEBA mission through creativity, professionalism and integrity.

"I am flattered, and honored to receive this award from my peers in the industry I have worked in for so many years," said Robyn Smith, Director of Entertainment for Hard Rock Biloxi. "I work to build relations with not only the artist, but the management also. It is truly a team effort, and I am grateful for this recognition," said Smith.

Along with the Casino Buyer of the Year Award, Smith was nominated to serve on the IEBA Board of Directors. The Board of Directors serves a term of three years and is based on the requirements that a candidate must be a new industry leader who can bring vision, ideas and insight. Voting will take place in the following months for this position. Smith also spoke on a panel entitled "Casino Entertainment Today and Tomorrow" an open interactive discussion with entertainment in a casino and the opportunities we all have to market those opportunities.

"Hard Rock Biloxi is very proud and excited for Robyn that she received this award," said President and General Manger Duncan McKenzie. "She works hard to stay up-to-date on all the entertainment, but also represents us well with maintaining the professional artist/management relations that are important to our industry as well," said McKenzie.

ABOUT THE IEBA CONFERENCE

Over 500 of the live entertainment industry's top decision makers will converge in Nashville, Tennessee October 2-4 for three days of non-stop networking, education and showcases from the hottest touring acts in all genres of entertainment at the annual conference of the International Entertainment Buyers Association.

ABOUT IEBA:

International Entertainment Buyers Association (IEBA) is a non-profit trade organization for live entertainment industry professionals. Founded in 1970, IEBA provides networking, showcasing and educational opportunities to strengthen relationships, foster growth and increase revenue for the live entertainment industry. IEBA showcases the best and brightest talent in all genres of music and all fields of entertainment. IEBA is an intimate organization that makes a huge impact. At IEBA ... The Buying Starts Here. ieba.org

About Hard Rock Hotel & Casino Biloxi

Hard Rock Hotel & Casino Biloxi is owned and operated by Premier Entertainment Biloxi, LLC. The property features a Hard Rock Casino with over 1200 slot machines, 50 table games and a poker room. The Rock Spa, an Aveda Concept Spa, offers services such as facials, massages, body wraps, and salon. Additional conveniences include fitness center, 12-story hotel with 326 rooms and suites, unique pool with swim up bar and cabanas, The Ledge, five restaurants including Ruth's Chris Steak House, Satisfaction Buffet, 24/7 Grille, Vibe Great Steaks & Seafood, and the Hard Rock Cafe. Hard Rock Live® accommodating over 1800 guests has already featured outstanding performers, concerts and events including our own 3 Doors Down, Maroon 5, Stevie Nicks, 38 Special, Sara Bareilles, Stone Temple Pilots, Darius Rucker, Lady Antebellum, Sheryl Crow and many more. Retail shops include the Rock Shop, Taunt, Ben & Jerry's, and Starbucks. The Hard Rock Hotel and Casino is located at 777 Beach Boulevard – Home of the Largest Jackpot in Mississippi Gaming History! For more information on Hard Rock Hotel and Casino Biloxi, visit www.hardrockbiloxi.com.