



BILOXI

**HARD ROCK GETS INTO BED FOR THE CAUSE™
AS HARD ROCK HOTEL & CASINO BILOXI PLANS “PINKTOBER™,”
12th ANNUAL BREAST CANCER RESEARCH & AWARENESS CAMPAIGN**

BILOXI, MS – September 26, 2011 – Get into the pink this fall by celebrating PINKTOBER™ and Detox Goes Pink at Hard Rock Hotel & Casino Biloxi! 2011 marks the 12th year of Hard Rock International’s support for breast cancer research and awareness. This year Hard Rock Biloxi will donate proceeds from the sale of special limited-edition PINKTOBER merchandise and the Detox Goes Pink Kick off Party to The Breast Cancer Research Foundation ® and The Favre 4 Hope Foundation

Along with limited-edition products available in the Rock Shop™ and online, including pins, key chains, t-shirts, pink robes and pink sheets, Hard Rock Biloxi guests can look forward to such PINKTOBER activities as:

- **DETOX GOES PINK KICK OFF party** – On Sunday, October 2 from Noon-6 PM Hard Rock Biloxi is kicks off Breast Cancer Awareness month with DETOX GOES PINK! For a \$5 admission going to Favre 4 Hope Foundation and The Breast Cancer Research Foundation, Hard Rock Biloxi will be joined by DJ Hurricane Lloyd who will spin the latest hits while guests can drink pink drinks and bid on Pink guitars signed by Lady Antebellum, Melissa Etheridge, Sheryl Crow and more during the Pink Silent Auction! There will also be a pink cleat autographed by Brett Favre, tickets to see Judas Priest and other great items up for grabs!
- **Get into Bed for the Cause™** –Hard Rock Hotel’s signature Breast Cancer Awareness program returns, allowing guests to request a stay in select Pink Sheets Rooms, at no additional cost. In addition to having a portion of their room rate donated to charities (including The Breast Cancer Research Foundation), guests will also receive a commemorative PINKTOBER pin at turndown.
- **Live concerts** – Hard Rock Live Biloxi will showcase live performances throughout PINKTOBER. Currently booked: Jamey Johnson, October 1, Tommy James and the Shondells, October 7/ David Cassidy, October 8/Darius Rucker, October 14/ Jungle Jack Hanna, October 21/ Clay Walker, October 22 and Easton Corbin, October 28 with more to come!
- **During the month of October, play your favorite slots and table games for the Pinktober Gift of the Month!** Earn 500 slot points or table games equivalent beginning October 1 to receive your Pinktober Bonus Gift: a tote bag, magnet and t-shirt!

“Pinktober is a time for awareness. At Hard Rock Biloxi we take pride in both bringing more awareness to the fight of Breast Cancer in our community, but also being able to raise money to give back to foundations who so greatly help those surviving Breast Cancer as well,” stated Hard Rock Hotel & Casino Biloxi President and General Manager Duncan McKenzie.

About The Breast Cancer Research Foundation

Since its inception in 1993, The Breast Cancer Research Foundation® (BCRF) has raised over \$330 million to advance the most promising breast cancer research worldwide that will help lead to prevention and a cure in our lifetime. In 2011-2012, BCRF grants will be supporting more than 185 dedicated researchers at major medical institutions across the globe. If not for BCRF, many facts about the genetic basis of breast cancer would not be known, the link between exercise, nutrition and breast cancer risk would not be established, and the rate of mortalities would not continue its downward curve. BCRF-funded scientists are responsible for these and many other critical achievements. Currently, more than 90 cents of every dollar donated is directed to breast cancer research and awareness programs. With exceptionally low administrative costs, BCRF continues to be one of the most efficient organizations in the country, having received 4-stars from Charity Navigator for nine consecutive years. Only 1% of over 5,500 evaluated charities have achieved this distinction. Furthermore, the Foundation continues to be designated an “A+” charity by The American Institute of Philanthropy. No other breast cancer organization has consistently received such high ratings. For more information about BCRF, visit www.bcrf-cure.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.

About Hard Rock International

With a total of 173 venues in 51 countries, including 136 cafes and 15 Hotels/Casinos, Hard Rock International is one of the world’s most globally recognized brands. Beginning with an Eric Clapton guitar, Hard Rock owns the world’s greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya, Bali, Macau, Penang, Singapore and Punta Cana. Additional hotel and casino projects have been announced including Panama Megapolis, scheduled to open in 2011; and Hungary, Dubai and Abu Dhabi, scheduled to open in 2013. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For further details on Hard Rock Hotels and Casinos, visit www.hardrockhotels.com. For more information on Hard Rock International, visit www.hardrock.com.