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**THE WHO DESIGNS LIMITED-EDITION T-SHIRT EXCLUSIVELY FOR
HARD ROCK'S SIGNATURE SERIES: EDITION XXVII**

The Who Signature Series to Benefit Leading Cancer Center City of Hope

More than 30 years ago, Eric Clapton, a regular customer at the original Hard Rock Cafe London, asked the staff if he could hang his guitar on the wall to mark his favorite bar stool as "his spot." They did, and one week later, a package from The Who's Pete Townshend arrived with a guitar and a note bearing the message "Mine's as good as his! Love, Pete."

Orlando, Fla., February 5, 2010 – After legendary guitarist Pete Townshend donated his guitar to Hard Rock and helped to start the brand's world-famous memorabilia collection, Rock and Roll Hall of Famers and Super Bowl XLIV halftime performers The Who are once again making Hard Rock history. Hard Rock International is proud to announce the limited-edition **The Who Signature Series: Edition XXVII**, designed by Pete Townshend and Roger Daltrey, which will benefit the band's chosen charity – City of Hope, a leading research, treatment and education center for cancer and other life-threatening illnesses. Fifteen percent of the retail sales from The Who Signature Series: Edition XXVII T-shirts and pins will be donated to City of Hope.

The front of Hard Rock's new Signature Series T-shirt features The Who's famous logo and the timeless image of Pete Townshend swinging his arm "windmill-style" against his guitar strings, set atop a British flag. A backstage pass dangles from the neck of the navy blue T-shirt. The back of the shirt features the words "That's Who" with an arrow leading from the "o" to the authentic signatures of Townshend and Daltrey. Offered in men's sizes (S – XXL), Hard Rock's The Who Signature Series T-shirt is now available online at www.hardrock.com and at Rock Shops at Hard Rock Cafes, Hotels and Casinos worldwide.

"Roger and I have a rich history with Hard Rock International and it's an honor to join some of music's greatest legends for this important cause," said Pete Townshend. "It's amazing that our design on a T-shirt can literally help save lives."

Since it was established in 1971, Hard Rock International has been committed to a wide variety of philanthropic causes and activities around the world. Hard Rock developed the concept of partnering with world-renowned musicians and bands to create and donate imaginative designs, which are reproduced onto T-shirts, with a portion of the retail price benefitting the artist's preferred charity. The Who joins a legendary roster of rock icons – from Bruce Springsteen, Eric Clapton and Bono, to Jon Bon Jovi, Shakira and John Lennon – to become part of Hard Rock's Signature Series T-shirt program, which has helped to raise millions of dollars for charitable causes worldwide, such as WHY (World Hunger Year), Crossroads Centre Antigua, Fundación Pies Descalzos, Amnesty International and more.

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“The Who is truly one of the world’s most influential rock bands and an extremely significant part of Hard Rock’s history. Not only did Pete Townshend help to start Hard Rock’s memorabilia collection, but The Who headlined the first-ever Hard Rock Calling concert in London’s Hyde Park in 2006,” said Hamish Dodds, President and CEO, Hard Rock International. “We are honored to have The Who become part of Hard Rock’s renowned global Signature Series T-shirt program and show our support for City of Hope and its mission.”

Located just outside Los Angeles, City of Hope is one of 40 National Cancer Institute-designated Comprehensive Cancer Centers and a founding member of the National Comprehensive Cancer Network. City of Hope is recognized worldwide for its compassionate patient care, innovative science and translational research, which rapidly turns laboratory breakthroughs into promising new therapies.

The Who Signature Series: Edition XXVII, in collaboration with Hard Rock International and Doug Morris, chairman and chief executive officer of Universal Music Group, is a key fundraising program first announced at the 2008 *Spirit of Life*® event. The event honored Doug Morris for his outstanding contributions to the community, music industry and significant fundraising campaigns and his longtime support of City of Hope’s lifesaving research and treatments.

For more information, please visit www.hardrock.com.

About City of Hope

City of Hope is a leading research and treatment center for cancer, diabetes and other life-threatening diseases. Designated as a Comprehensive Cancer Center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope’s research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of “America’s Best Hospitals” in cancer and urology by *U.S. News & World Report*. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. To learn more about City of Hope, please visit www.cityofhope.org.

About Hard Rock International

With a total of 162 venues in 52 countries, including 130 cafes and 12 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 and Penang. Additional hotel and casino projects have been announced in: Singapore and Punta Cana, scheduled to open in 2010; Panama, scheduled to open in 2012; and Atlanta, 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.

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