



BILOXI

**Hard Rock Hotel & Casino Biloxi Honored with
Best Practices Campaign for 2007 United Way Campaign**

Biloxi, MS-April 2, 2008-Hard Rock Hotel & Casino Biloxi received the Best Practices Campaign for the 2007 United Way of South Mississippi's 2007 Campaign Awards. Hard Rock Biloxi set an ambitious goal and busted it wide open by raising \$39.5K with 287 donors, including 13 leadership givers.

Fallon Ramage, Training Manager of Hard Rock Biloxi, picked up the Chairman's Award for her company during Celebration held at Beau Rivage in Biloxi. "Hard Rock was the one campaign that she (United Way Chairman Kathy Springer of Biloxi Regional Medical Center) felt needed to be recognized above all others," said Craig Grisoli, Director of Resource Development for United Way of South Mississippi. "They did a wonderful job. It shows how invested they are in their community," Said Grisoli.

Hard Rock Hotel & Casino Biloxi is owned and operated by Premier Entertainment Biloxi LLC. The property includes a Hard Rock Casino with over 1,400 slot machines, 50 table games and a poker room. The Rock Spa, a full-service Aveda Concept Spa, Salon Merge, located within the Rock Spa is a joint venture for three celebrated coast stylists: Todd Boswell, Chuck Kelly and Randy Barris. Additional conveniences include a fitness center, a 12-story hotel with 318 rooms and suites, a unique pool with underwater music features, five restaurants including Ruth's Chris Steak House, Satisfaction Buffet, 24/7 Grille, Vibe Great Steaks and Seafood, and Hard Rock Cafe. The property also offers a Rande Gerber's Rise Lounge and Hard Rock Live® an entertainment venue. Retail shops and partner restaurants include the Hard Rock Rock Shop, locally owned clothing store, Taunt, Ben & Jerry's Ice Cream and Starbucks.

For more information on the donation please contact:

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