



BILOXI

## **HARD ROCK'S 2008 AMBASSADORS OF ROCK TOUR IS "ON THE ROAD AGAIN" WITH MUSIC LEGEND WILLIE NELSON**

*Ambassadors of Rock in Biloxi Features Live Performance by Willie Nelson at Hard Rock Live*

*Event to Benefit The Sustainable Biodiesel Alliance*

Orlando, Fla., August 11, 2008 – Hard Rock International is bringing its global Ambassadors of Rock Tour to southern Mississippi with country music's original outlaw. Known for his amazing string of hits, legendary artist Willie Nelson will bring an unforgettable night of music to Hard Rock Live, located in Hard Rock Hotel and Casino Biloxi, on Friday, October 3rd, 2008. Dedicated to its "Save the Planet" motto, Hard Rock's Ambassadors of Rock in Biloxi will benefit the Sustainable Biodiesel Alliance, a non-profit organization founded by Willie's wife Annie Nelson, biodiesel advocate Daryl Hannah and Kelly King, Pacific Biodiesel Vice President, to promote sustainable biodiesel practices, including the harvesting, production and distribution of biodiesel fuels. Fans can purchase tickets for the exclusive concert via [www.hardrockbiloxi.com](http://www.hardrockbiloxi.com) or [www.ticketmaster.com](http://www.ticketmaster.com).

"Some of the biggest names in music have become part of our Ambassadors of Rock program – from Eric Clapton and The Police to Bon Jovi, John Mayer and Sheryl Crow. We are thrilled that Willie Nelson joins the exclusive list of Hard Rock 'Ambassadors' for the second time," said Sean Dee, Vice President and Chief Marketing Officer, Hard Rock International. "We are also proud to continue to support Willie's Sustainable Biodiesel Alliance and take action as a company towards a cleaner, greener Earth."

As a songwriter and performer, Nelson has won Grammy® Awards, a President's Merit Award and Lifetime Achievement Award. His credits include "Georgia On My Mind," "Mammas Don't Let Your Babies Grow Up To Be Cowboys," "On The Road Again," "Heartbreak Hotel" and "Stay A Little Longer." More importantly, his work with important global charities, including Farm Aid and recently the Sustainable Biodiesel Alliance, has generated millions of dollars and worldwide exposure for worthwhile causes. Willie also rocked the stage at the New York stop of Hard Rock's Ambassadors of Rock Tour in 2007, earning himself another headlining spot on this year's tour.

"The SBA is focused on creating standards of sustainability for the biodiesel industry," said Jeff Plowman, Executive Director, Sustainable Biodiesel Alliance. "The continued support of Hard Rock International has helped us to pursue this important mission."

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## ***Ambassadors of Rock ... Add One***

### ***Hard Rock's Ambassadors of Rock Tour***

For the third consecutive year, Ambassadors of Rock will bring together Hard Rock Cafes, Live venues, Hotels and Casinos around the globe to help spread the universal language of rock. Willie Nelson joins an eclectic group of artists on Hard Rock's 2008 Ambassadors of Rock Tour, including Bon Jovi in Abu Dhabi, Muse in Buenos Aires, Godsmack and Alter Bridge in Orlando, Fergie in Hollywood, Fla. and Joe Satriani in Caracas, as well as an all-star lineup at Hard Rock Calling in London with Eric Clapton, The Police, John Mayer, Sheryl Crow, KT Tunstall and Starsailor.

### ***Pack Your Bags and Get A Passport!***

Once again, as part of the global celebration, consumers will have the chance to live the life of a rock star, traveling the world to Hard Rock's Ambassadors of Rock concerts. Consumers will be able to enter the global sweepstakes via [www.HardRock.com](http://www.HardRock.com). For updated concert details and additional events, visit [www.HardRock.com](http://www.HardRock.com).

### ***About The Sustainable Biodiesel Alliance***

The Sustainable Biodiesel Alliance, Inc. ("SBA") is a non-profit organization created to promote sustainable biodiesel practices, including the harvesting, production and distribution of biodiesel fuels. The ultimate goal is to create best practices standards and protocols for verifying that all points in the production and distribution chain are in compliance with the SBA's certification standards. Those receiving SBA certification will be supported by the SBA through on-going education campaigns that will include outreach programs and maps identifying the locations of the production and distribution points. For further information, please visit [www.sustainablebiodieselalliance.com](http://www.sustainablebiodieselalliance.com).

### ***About Hard Rock International***

With 127 high-energy Hard Rock Cafes and nine Hotels/Casinos in 48 countries, 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 and Bali. Additional hotel and casino projects have been announced in Macau and Penang, both scheduled to open in 2009; Palm Springs, Atlanta and Panama, scheduled to open in 2010; and Dubai, scheduled to open in 2011. Hard Rock Park, located in Myrtle Beach, is the world's first rock 'n' roll theme park. Hard Rock International, Inc. is owned by Seminole Hard Rock Entertainment, Inc. For more information on Hard Rock, visit [www.hardrock.com](http://www.hardrock.com).

Hard Rock Hotel & Casino Biloxi is owned and operated by Premier Entertainment Biloxi LLC. The property features a Hard Rock Casino with 1,400 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 nails and Merge hair salon. Additional conveniences include fitness center, 12-story hotel with 318 rooms and suites, unique beach pool with underwater music features, Rise, the lounge located on the 12th floor of the hotel, five restaurants including Ruth's Chris Steak House, Satisfaction Buffet, 24/7 Grille, Vibe Great Steaks & Seafood, and the Hard Rock Café. Hard Rock Live® accommodating over 1,600 guests has featured outstanding performers, concerts and events including 3 Doors Down, Kid Rock, Bret Michaels, Lynyrd Skynyrd, Stevie Nicks, Daughtry, Avril Lavigne, Sara Evans, The Doobie Brothers, Styx, REO Speedwagon 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, Biloxi, Mississippi.