



BILOXI

**COLLECTIVE SOUL TO HEADLINE HARD ROCK'S 2009
AMBASSADORS OF ROCK TOUR AT HARD ROCK LIVE BILOXI**

Orlando, Fla., (August 18, 2009) – Hard Rock International is bringing its worldwide Ambassadors of Rock Tour to Biloxi! On September 4th, multi-platinum band Collective Soul will perform at Hard Rock Live at Hard Rock Hotel & Casino Biloxi, as part of the brand's 2009 Ambassadors of Rock Tour, a global concert series featuring top artists and bands. Honoring the brand's "Love All, Serve All" creed, Hard Rock will donate \$10,000 of the proceeds from Collective Soul's Biloxi appearance to the Boys and Girls Club of Biloxi and Atlanta, who work tirelessly to promote and enhance the development of boys and girls by instilling a sense of competence, usefulness and belonging.

Globally known for mega-hits such as "Shine," "December" and "The World I Know," Collective Soul hails from Atlanta and has produced seven #1 singles and sold over 10 million records worldwide. Their popular song, "Tremble For My Beloved" appeared on the platinum selling soundtrack for the box office mega-hit *Twilight*, skyrocketing the band once again to international super-stardom. Their eighth album hits stores August 25th 2009 and their singles "Staring Down" and "Welcome All Again" are rapidly climbing the charts.

"As part of our worldwide Ambassadors of Rock Tour, we are hosting iconic artists around the globe and are excited to bring one of the country's favorite rock bands to Biloxi," said Sean Dee, Vice President and Chief Marketing Officer, Hard Rock International. "Collective Soul is bringing modern rock with bite to Hard Rock Hotel & Casino Biloxi, and we're thrilled to add them to our Ambassadors of Rock lineup."

"We are humbled that an international leader in the hospitality industry such as Hard Rock has taken notice of our big-hearted efforts at the Boy and Girls Club," says Sam Burke, Executive Director of the Boys and Girls Club of Biloxi and Atlanta. "We graciously accept their donation and our group is really looking forward to enjoying the show!"

Rockin' Around the Globe!

For the fourth 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. Collective Soul joins an eclectic group of artists on Hard Rock's 2009 Ambassadors of Rock Tour, including Nine Inch Nails in Singapore, O.A.R. in Orlando and Kenny Chesney in New York, as well as an all-star line-up at Hard Rock Calling in London with Bruce Springsteen, Neil Young, The Killers, Dave Matthews Band, Ben Harper and Relentless 7, Fleet Foxes and The Gaslight Anthem.

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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. Concert details and additional events will be announced this summer. For updated concert details and additional events, visit www.HardRock.com.

Tickets are available now via all Ticketmaster outlets, at the Hard Rock Live Biloxi box office located on the property or via www.HardRockBiloxi.com.

Boys and Girls Club - Rich History of Providing Promise

For more than 70 years, Boys & Girls Clubs have been in the forefront of youth development, working with young people from disadvantaged economic, social and family circumstances. Club programs and services promote and enhance the development of boys and girls by instilling a sense of competence, usefulness, belonging and influence. BGCMA is dedicated to ensuring that our community's young people, who are most in need of our help, have greater access to quality programs and services that provide promise, hope and opportunities to ensure that they may become productive adults.

About Hard Rock International

With a total of 154 venues in 52 countries, including 127 cafes and 11 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, Tulsa, Pattaya, Bali and Macau. Additional hotel and casino projects have been announced in Penang, scheduled to open in 2009; Singapore in 2010; Palm Springs, Atlanta and Panama, scheduled to open in 2011; Hungary, Dubai and Abu Dhabi, scheduled to open in 2012. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For further details on Hard Rock Hotels and Casinos, visit www.hardrock-hotels.com. For more information on Hard Rock International, visit www.hardrock.com.

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 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 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 1800 guests has already featured outstanding performers, concerts and events including our own 3 Doors Down, Kid Rock, Stevie Nicks, 38 Special, 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 – Home of the Largest Jackpot in Mississippi Gaming History!