



BILOXI

HARD ROCK HOTEL AND CASINO BILOXI TAKES TOP AWARD AT 2009 LEADERSHIP CONFERENCE

Biloxi, MS) February 9, 2010—Hard Rock team members from around the world gathered for the 2009 Leadership Conference in Orlando, FL this year. Leadership is utilized to cultivate brand awareness and announce winners of the 2009 Leadership Conference Awards in recognition of their outstanding accomplishments, dedication to their employees and more. This year the 2009 Property of the Year Award was awarded to Hard Rock Hotel and Casino Biloxi.

“We are very pleased to announce that the Hard Rock Hotel and Casino Biloxi has received the 2009 Property of the Year Award,” said Hamish Dodds, President and Chief Executive Officer, Hard Rock International. “The Hard Rock Hotel and Casino Biloxi excelled in all of the categories we take into consideration for this award including placing number one in overall guest satisfaction. We are proud to appropriately reward the Hard Rock Hotel and Casino Biloxi for all of their continued success.”

On hand to receive the award were Duncan McKenzie-President and General Manager, Karl Bulot- Senior Vice President of Non-Gaming Operations, Chris Kern-Director of Marketing and Maria Johnson-Director of Human Resources.

“It is the hard work, dedication and delivery of impeccable customer service that has brought Hard Rock Biloxi to the top award of 2009 Property of the Year,” said Duncan McKenzie, President and General Manager of Hard Rock Hotel and Casino Biloxi. “Hard Rock Hotel and Casino Biloxi is made up of a great team and we could not have done it without each and every one of them.”

The Property of the Year Award is based on overall customer service, property increased scores in service and hotel occupancy among other criteria. For Hard Rock Hotel and Casino Biloxi, this comes as an extreme honor and recognition of achievement. We will continue to show our dedication to the brand and our dedication to outstanding customer service.

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.hardrockhotels.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! For more information on Hard Rock Hotel and Casino Biloxi, visit www.hardrockbiloxi.com.