



BILOXI

## **HARD ROCK HOTEL AND CASINO BILOXI TAKES TOP AWARD FOR THE SECOND YEAR AT 2011 LEADERSHIP CONFERENCE**

(Biloxi, MS) February 4, 2011 – Hard Rock team members from around the world gathered for the 2011 Leadership Conference in Punta Cana, Dominican Republic. Leadership is utilized to cultivate brand awareness and announce winners of the 2011 Awards in recognition of their outstanding accomplishments, dedication to their employees and more. For the second year in a row, Hard Rock Hotel and Casino Biloxi received the “Hotel & Casino of the Year” award.

“Every one of our employees, franchisees and partners bring an outstanding level of dedication and commitment to our brand,” said Hamish Dodds, president and CEO, Hard Rock International. “We are proud to be able to show our sincere appreciation for all members of the Hard Rock family and honor them for their success and achievement.”

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

“It is the hard work, dedication and delivery of impeccable customer service that has brought Hard Rock Biloxi to the top award for the second year in a row for the 2010 Hotel and Casino 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 Hotel and Casino Award were chosen based on financial performance, unique sales accomplishments, community contributions, creativity, strategic marketing, philanthropy, brand loyalty and leadership. For Hard Rock Hotel and Casino Biloxi, this comes as an extreme honor and recognition of achievement because it is the second year in a row to receive the award, and they received the award over all Hard Rock properties in the world. Hard Rock Biloxi will continue to show dedication to the brand and dedication to outstanding customer service.

Hard Rock’s 2011 Global Conference was held during the grand opening of Hard Rock Hotel & Casino Punta Cana – Hard Rock’s first all-inclusive Hotel & Casino, a 121-acre property located on Macao Beach in the Dominican Republic. The 1,800-room Hard Rock Hotel & Casino Punta Cana provides an endless array of services, enticing outdoor activities, including an 18-hole Nicklaus-designed golf course, and exhilarating entertainment options. Among the resort’s many offerings are luxe accommodations featuring the Hard Rock’s branded “Rock Star Suite,” the signature Rock Spa®, iconic music memorabilia and a 48,000-square foot Vegas-style casino.

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### About Hard Rock International

With a total of 171 venues in 52 countries, including 134 cafes and 15 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, Penang, Singapore and Punta Cana. Additional hotel and casino projects have been announced in Panama, scheduled to open in 2012; and 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](http://www.hardrockhotels.com). For more information on Hard Rock International, visit [www.hardrock.com](http://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 over 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 salon. Additional conveniences include fitness center, 12-story hotel with 326 rooms and suites, unique pool with swim up bar and cabanas, The Ledge, five restaurants including Ruth's Chris Steak House, Satisfaction Buffet, 24/7 Grille, Vibe Great Steaks & Seafood, and the Hard Rock Cafe. Hard Rock Live® accommodating over 1800 guests has already featured outstanding performers, concerts and events including our own 3 Doors Down, Maroon 5, Stevie Nicks, 38 Special, Sara Bareilles, Stone Temple Pilots, Darius Rucker, Lady Antebellum 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](http://www.hardrockbiloxi.com).