



BILOXI

RANDE GERBER'S GERBER GROUP PARTNERS WITH HARD ROCK HOTEL & CASINO BILOXI TO OPEN RISE LOUNGE

Nightlife Trendsetter Rande Gerber to Reinvigorate Biloxi with New Lounge and Nightclub

(BILOXI, MISS July 7, 2007) - Nightlife entrepreneur Rande Gerber, along with his brother Scott, founders of the Gerber Group and creators of glamorous restaurants, lounges, and bars worldwide, are set to debut a new breed of entertainment in Biloxi with the opening of Rise Lounge at the new Hard Rock Hotel & Casino Biloxi. The Gerbers, who operate more than 20 bars and restaurants worldwide, including New Orleans's wildly popular Whiskey Blue, will continue to deliver an ambiance of unparalleled style with the hotel's decadent top floor lounge.

"Biloxi is a unique place with a community of people who share a true zest for life. I am very excited to have this opportunity to help reinvigorate their historic nightlife culture," says Rande Gerber.

Originally slated to open August 2005, Hard Rock Hotel & Casino Biloxi has undergone a renovation and rebuild after Hurricane Katrina. With the grand opening set for July 7, 2007, the property is the most anticipated destination resort in the Mississippi Gulf Coast.

Among Hard Rock Biloxi's feature attractions, Rise Lounge was precisely designed to embody electricity and energy. With its penthouse space, cutting-edge interiors, signature cocktails and unparalleled views of the city, Rise Lounge will provide the perfect site for casual evening cocktails and the ultimate setting for a wildly hot nightclub, come midnight.

"Rise Lounge will add a new element to Mississippi's nightlife scene," says Gerber. "The combination of sleek design elements, breathtaking views and a spectacular sound, lighting and video system allows us to transform from a lounge in the evening, to a pulsating nightclub at night ensuring a unique experience."

Rise Lounge, designed in collaboration with Travis Bass and Joakim Hannerz, encompasses 4,000-square-feet of cool, luxurious architectural detail with floor to ceiling windows creating 180 degree unobstructed views of the Gulf of Mexico and central Biloxi. Intricate and abstract design elements are found throughout including hanging mirrored copper globes to illuminate the room and a crystal encrusted Rise logo displayed in a huge red case filling the entrance way. Pleated sheer fabric curtains form the VIP area where details such as a huge lampshade chandelier and painted gold leaf add an opulent touch.

"We used a combination of rich textures and warm, minimal lighting paired with distinctive touches to create Rise Lounge," says co-designer, Travis Bass. "We wanted to create something sexy and dramatic that integrated elements of pop-art."

Hard Rock Hotel & Casino Biloxi is owned and operated by Premier Entertainment Biloxi LLC. The property will include a Hard Rock casino with 1,445 slot machines, 50 table games, and a poker room. The Rock Spa, a full-service, Aveda Concept Spa, will offer services such as facials, massages, body wraps, and nails. Salon

Merge will be a further amenity located within the Rock Spa and will be 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 beach pool with underwater music features, Rande Gerber club/lounge, five restaurants including Ruth's Chris Steak House, Satisfaction Buffet, 24/7 Grille, Vibe, a world fusion gourmet, and Hard Rock Café. Hard Rock Live®, an entertainment venue, will be open to general admission, holding 1,454 seats. Visitors to the casino and guests of the hotel will have the opportunity to enjoy 322 reserved balcony seats. Retail shops and partner restaurants are the Rock Shop, locally owned clothing store, Taunt, Ben & Jerry's Ice Cream, and Starbucks.

About Gerber Group

Rande Gerber and Scott Gerber are the founders and principals of the Gerber Group. The company, an evolution of their trademark brand, The Whiskey, was created to develop innovative nightlife, hotel, restaurant and lifestyle concepts. Rande Gerber founded The Whiskey over 15 years ago and has since become the most influential nightlife proprietor in the country. The extraordinary success of The Whiskey Bars has established the Gerber Group as pre-eminent tastemakers, with an uncanny ability to create chic, seductive bars with modern glamour that reflect the times and national moods. Their nightlife brand and vision continues to expand developing hotel bars with W Hotels, Hard Rock Hotels, Casinos & Resorts, Sofitel, Station Casinos, ME by Melia Hotels and Maxim magazine.

The Gerber Group's latest ventures include Midnight Rose, a restaurant and lounge and The Penthouse, a roof top bar, in the historic Hotel Reina Victoria now ME Madrid; The Beachhouse, a modern Mexican restaurant with Chef Richard Sandoval; and Rose Bar at ME Cancun, a luxury resort in Cancun, Mexico; and a partnership with Maxim Magazine to develop Maxim Lounges the first of which debuted at ME Cancun. For additional information, visit www.gerberbars.com.

About Hard Rock International

With 122 high-energy Hard Rock Cafes and eight Hotels/Casinos in 46 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, Orlando, Chicago, Pattaya, and Bali, with San Diego and Biloxi scheduled to open later in 2007. Additional hotel and casino projects have been announced in Palm Springs and Macau, scheduled to open in 2009. Hard Rock International, Inc, is owned by Seminole Hard Rock Entertainment, Inc. For more information on Hard Rock, visit www.hardrock.com.

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