



BILOXI

HARD ROCK BILOXI DONATES ITEMS TO SOLDIERS OVERSEAS

Over 2,000 items collected sent to celebrate Hard Rock's Founders Day!

BILOXI, Miss., (July 27, 2009) – Hard Rock Hotel and Casino Biloxi together with Hard Rock Cafe Biloxi collected 2,517 items to send to soldiers overseas. Items ranged from visine, deodorant and candy to magazines, granola bars and beef jerky. A variety of items were both donated and purchased with money donated over several weeks through June and July throughout the property.

“This is the second year we joined forces with the hotel and casino to gather donations for a good cause and send all of these great items overseas to the brave men and women who miss all of these items that we don’t realize are considered luxuries for them,” said Todd Harvey Hard Rock Cafe Biloxi’s General Manager.

The donation came about while celebrating Founder’s Day, Hard Rock’s Birthday as it is known around the globe. Each year Hard Rock Biloxi has collected items to donate on Founder’s Day for a charity, this year the property chose to collect for soldiers fighting overseas.

“We began the collection on June 14, Hard Rock’s Founder’s Day, and continued through July 4 Independence Day a day to celebrate soldiers, their bravery and thank them for everything they do for our country, LOVE ALL-SERVE ALL. It also coincided with Hard Rock Biloxi’s second anniversary and was a way for us to celebrate all around,” Duncan McKenzie President and General Manager of Hard Rock Hotel and Casino Biloxi said.

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 1400 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 1600 guests has already featured outstanding performers, concerts and events including our own 3 Doors Down, Stevie Nicks, The Doobie Brothers, Styx, REO Speedwagon, Trace Adkins, Heart 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 – the luckiest address in town!