



BILOXI

## THE GULF COAST'S HARD ROCK HOTEL & CASINO BILOXI CELEBRATES ONE YEAR ANNIVERSARY

*Million Dollar Punch-Out, Extreme Red Bull Sky Divers, Famed Sunday Pool Party, and Electrifying Concert  
Lineup to Mark Notable Milestone for Biloxi*

BILOXI, MISS. – June 30, 2008 – Hard Rock Hotel & Casino Biloxi, Biloxi's popular resort destination, will commemorate its one year anniversary with a rock star line-up of events starting Monday, June 30 through Monday, July 7. The Mississippi Gulf Coast's most anticipated destination resort opened its doors 7/7/07 having undergone major renovation and rebuild after Hurricane Katrina. Having welcomed over two-million guests since opening, Hard Rock Hotel & Casino Biloxi has reason to celebrate.

To kick off the celebration, Hard Rock Biloxi's prized casino will offer a special anniversary edition of the Reels to Riches Slot tournament Sunday, July 29 and Sunday, July 6 each worth \$10,000, or a share of \$20,000 over the two day series. Biloxi's regularly scheduled Reels to Riches tournament on Thursday, July 3 will be free to the public and worth \$2,500 for those who feel lucky. Following the casino showdown, GRAMMY-Award-Winning rock star Pat Benatar - known for hit songs such as "Hit Me with Your Best Shot" - will perform at Biloxi's ultimate concert locale, Hard Rock Live. Pat's performances Friday and Saturday nights will be followed by an illuminating fireworks show to mark the momentous week-long fête. "With over 94,000 rooms sold in one year, the Hard Rock Hotel & Casino Biloxi certainly deserves to throw a party of this caliber," said Duncan McKenzie, President and General Manager of Hard Rock Biloxi. In true rock n' roll fashion, Hard Rock Biloxi will celebrate poolside on Sunday at "Detox;" Biloxi partygoer's favorite Sunday bash featuring live music and signature cocktails at The Wet Spot.

For the grand finale on July 7, the casino will offer a shot at one million dollars in cash, with 25 runners up winning Xtra Credit for an entire year. Extreme Red Bull Sky Divers will rip from the sky landing on the large lawn area next to the property's unique beach pool. Capping off the week-long festivities will be a GRAMMY-Award-winning musical performance by Edwin McCain to benefit the Humane Society of South Mississippi. Located at the Hard Rock Café, the concert will be open to the public with a \$20 entry fee. And, of course, birthday cake with a champagne toast will be available for all guests there to celebrate with the Hard Rock Biloxi.

Hard Rock Hotel & Casino Biloxi is owned and operated by Premier Entertainment Biloxi LLC. The property features a Hard Rock Casino with 1,400 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 1,600 guests has featured outstanding performers, concerts and

events including 3 Doors Down, Kid Rock, Bret Michaels, Lynyrd Skynyrd, Stevie Nicks, Daughtry, Avril Lavigne, Sara Evans, The Doobie Brothers, Styx, REO Speedwagon and many more. Retail shops include the Rock Shop, Taunt, Ben & Jerry's, and Starbucks.

#### About Hard Rock International

With 127 high-energy Hard Rock Cafes and nine Hotels/Casinos in 48 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, Biloxi, Orlando, Chicago, San Diego, Pattaya and Bali. Additional hotel and casino projects have been announced in Macau and Penang, both scheduled to open in 2009; Palm Springs, Atlanta and Panama, scheduled to open in 2010; and Dubai, scheduled to open in 2011. Hard Rock Park, located in Myrtle Beach, is the world's first rock 'n' roll theme park. Hard Rock International, Inc. is owned by Seminole Hard Rock Entertainment, Inc. For more information on Hard Rock, visit [www.hardrock.com](http://www.hardrock.com). The Hard Rock Hotel and Casino is located at 777 Beach Boulevard, Biloxi, Mississippi.