



BILOXI

HARD ROCK HOTEL AND CASINO BILOXI TAKES NIGHTLIFE TO A NEW LEVEL WITH THE LEDGE

BILOXI, Miss., (March 5, 2010) – Hard Rock Hotel and Casino Biloxi will push your inhibitions over with The Ledge, their newest addition to the Nightlife. Hard Rock Biloxi will host a Ribbon Cutting for The Ledge and Grand Opening event Friday, March 12 at 7 PM to 9 PM.

The initial design for The Ledge was developed by the design group Tandem out of Las Vegas. The Ledge incorporates ultra lounge with an edgy nightclub feel based off of look of Ed Hardy and Christian Audigier. The nightclub includes a 360 degree bar, Lounge area, two VIP areas, circular dance floor, custom wall treatments including a wall mural and DJ to play the hottest hits of today.

“We couldn’t be more excited about this new addition to Hard Rock Biloxi’s nightlife,” said Duncan McKenzie Hard Rock Biloxi’s President and General Manager. “Hard Rock Biloxi has always provided something for everyone from the type of entertainment booked to our variety of nightlife Road House Live, Detox during the summer, Center Bar, and now with the addition of this cutting edge nightclub we are sure to take things to the next level,” said McKenzie.

The Ledge is open every Thursday-Saturday from 9 PM-until and also includes a Hotties and Heroes Happy Hour each Thursday for Ladies and Military offering 2 for 1 from 9 PM-11 PM. To reserve a table or VIP booth call 228-374-7473 and place your reservation. For more details and upcoming promotions regarding The Ledge follow us on www.facebook.com/hardrockbiloxi.

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!