



**BILOXI**

## HIGHLY ANTICIPATED HARD ROCK HOTEL & CASINO BILOXI OPENS WITH 3 DOORS DOWN, KID ROCK, AND OTHER INCREDIBLE ACTS

Long-awaited Hard Rock Biloxi to feature newer favorites and legendary rock bands throughout July at Hard Rock Live!®

BILOXI, MISS. – May 16, 2007 – Hard Rock Hotel & Casino Biloxi, Biloxi’s most anticipated destination resort in eight years, will celebrate its official July 7 Grand Opening with an electrifying lineup of musical talent headlined by 3 Doors Down and Kid Rock.

Grammy nominees 3 Doors Down will be on hand to kick off Hard Rock Biloxi’s opening weekend celebration with a July 5 performance at Hard Rock Live!®. This four man band grew up in Escatawpa, Mississippi, just 30 miles from Hard Rock Biloxi; they’ve had six number one singles, sold over 12 million albums and play over 300 sold-out shows a year. “There couldn’t be a more appropriate way to celebrate the opening of Hard Rock Biloxi than with a performance by a band that calls the Mississippi Gulf Coast home,” commented Joe Billhimer, President of Hard Rock Biloxi. Billboard Award winner and Grammy nominee Kid Rock, known for number one songs like “Bawitdaba,” “Cowboy,” and “Only God Knows Why,” returns to the area for the first time in years to close opening weekend with a bang on July 7. Biloxi will continue its inaugural summer lineup with legendary rock acts like Cheap Trick, Steppenwolf, Poison, and Mötley Crüe’s Vince Neil, as well as newer artists such as Chris Daughtry’s eponymous band Daughtry, Macy Gray and The Big Heavies, and Blue October. Guests of Hard Rock Hotel & Casino Biloxi age 21 and older can enjoy these concerts throughout the summer; for more information visit [www.hardrockbiloxi.com](http://www.hardrockbiloxi.com).

Hard Rock Biloxi, located in the heart of Biloxi, boasts 318 guest rooms and suites in the striking 12-story, purple and white hotel tower that brings a new level of accommodations to the Mississippi Gulf Coast. All 26-suites feature incredible views overlooking the Gulf of Mexico or the “happening” Hard Rock pool deck signaling a return to carefree indulgence. Standard rooms are equipped with high tech comforts and luxury amenities such as 42” plasma screen televisions, touch screen phones, Bose CD Music Systems, wireless internet, Aveda bath products, three-showerhead baths and all-white posh duvet cover tucked beneath a six-foot-tall, deep-purple headboard.

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, an Aveda Concept Spa, will offer services such as facials, massages, body wraps, and nails. Merge, the salon located within Rock Spa, will be a further amenity that is a joint venture for three celebrated coast stylists: Todd Boswell, Chuck Kelly, and Randy Barris. Addition conveniences include a fitness center, a 12-story hotel with 318 rooms and suites, a 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, a world fusion gourmet, and Hard Rock Café. Hard Rock Live®, an entertainment venue, will be open to general admission, holding over 1,400 guests. Retail shops and partner restaurants are the Rock Shop, locally owned clothing store, Taunt, Ben & Jerry’s Ice Cream, and Starbucks.