



BILOXI

HARD ROCK HOTEL & CASINO BILOXI CELEBRATES BRIDGE OPENING WITH CCR, LIMITED EDITION CHIP AND MOTORCYCLE RIDERS!

BILOXI, MS – October 10, 2007 – Hard Rock Hotel & Casino Biloxi will celebrate the official November 1 opening of the Biloxi Bay Bridge with an exciting line up of limited edition chips , CCR, Harleys and commemorative pins.

The bridge opening is extremely important in the Katrina recovery. The festivities of the November 1, 2007 Biloxi Bay Bridge opening will start with motorcycle riders being the first to cross the bridge displaying all their bikes to the public at the Hard Rock Biloxi. A Limited Edition \$5 Gaming Chip will be available at Hard Rock Biloxi beginning Wednesday, October 31 to the public. The Hard Rock Cafe has commissioned a commemorative pin that will depict a bike and bridge. These pins will be available for sale in the Rock Shop. Rounding out the night in Hard Rock LIVE, is Southern Rock classic Creedence Clearwater Revisited formed from two of the original members of the Grammy award winning band CCR. Guests of Hard Rock Hotel & Casino Biloxi must be 21 years or older to attend any shows. For ticket information visit hardrockbiloxi.com.

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.