



BILOXI

Hard Rock Biloxi Guest Turns Up the Heat and Scores Big with Half Court Shot

BILOXI, MS – October 19, 2007 - The Heat versus the Hornets game on Friday night turned out to be a winning night, not just for the Hornets but also for Bobbie Leonard from Kenner, Louisiana, who won a 2008 Ford Mustang when he made a half court shot that resulted in roars from the crowd.

Hard Rock Hotel & Casino Biloxi sponsored a half court shot contest at Friday night's preseason NBA basketball game which was held at the Mississippi Coast Coliseum. Three guests participated in the contest and had an opportunity for a shot of a lifetime.

"It was an amazing shot that brought the crowd to its feet and we are thrilled to have been part of the excitement." said Joe Billhimer, President of Hard Rock Biloxi.

Hard Rock Hotel & Casino Biloxi is owned and operated by Premier Entertainment Biloxi LLC. The property includes a Hard Rock Casino with over 1,300 slot machines, 50 table games and a poker room. The Rock Spa, a full-service Aveda Concept Spa, Salon Merge, located within the Rock Spa is a joint venture for three celebrated coast stylists: Todd Boswell, Chuck Kelly and Randy Barris. Additional conveniences include a fitness center, a 12-story hotel with 318 rooms and suites, a unique pool with underwater music features, five restaurants including Ruth's Chris Steak House, Satisfaction Buffet, 24/7 Grille, Vibe, a world fusion gourmet, and Hard Rock Cafe. The property also offers a Rande Gerber's Rise Lounge and Hard Rock Live® an entertainment venue. Retail shops and partner restaurants include the Hard Rock Rock Shop, locally owned clothing store, Taunt, Ben & Jerry's Ice Cream and Starbucks.