



BILOXI

3 DOORS DOWN, AARON LEWIS OF STAIND & OTHERS TO PERFORM AT ANNUAL THE BETTER LIFE FOUNDATION FUNDRAISER

Evening to Include Drawing for Custom-Built Motorcycle from Bourget's Bike Works, Valued at \$80,000, Silent Auction and Great Music Benefitting Children's Charities.

Biloxi, MS (October 8, 2009) - Grammy(r)-nominated, multi-platinum Mississippi rockers 3 Doors Down will return to their home state in a concert benefiting Gulf Coast children's charities. The Better Life Foundation Presents 3 Doors Down & Friends, the sixth annual concert and silent auction for their Mobile, AL-based charity, will take place at Hard Rock Hotel and Casino Biloxi on Saturday, December 5. The evening, benefiting The Better Life Foundation which supports children's charities, is sponsored by the Mississippi Army National Guard, includes special performances by 3 Doors Down, Aaron Lewis, lead vocalist and guitarist of the multi-platinum rock band Staind, Mobile-based Top Of The Orange, and other guests to be announced. Tickets go on sale for The Better Life Foundation Friday, October 9 at 10 am.

A silent auction will take place earlier in the day, from 2:00-4:45 p.m. in the lobby of Hard Rock Hotel and Casino Biloxi. At the event, doors open at 5:00 p.m., with the motorcycle drawing at 5:30p.m and the performances begin at 6pm. And not to be outdone, the entrance by 3 Doors Down and friends promises to be just as pulsating as the previous years, getting everyone ready for a night they won't forget. The 2008 Better Life Foundation event was a huge success, raising over \$250,000.

General admission (\$75) and VIP balcony tickets (\$199, includes food and bar) go on sale Friday, October 9 at 10 am through Ticketmaster and Hard Rock Live Biloxi's Box Office. Drawing tickets are currently available for an \$80,000 "Citizen Soldier II" motorcycle custom-built by Bourget's Bike Works. Drawing tickets are \$10 and can be purchased through The Better Life Foundation and 3 Doors Down website; however, buyers do not need to be present at the event to win. For more information or VIP tickets please call 251-586-2208 or visit www.TheBetterLifeFoundation.org.

About The Better Live Foundation

In 2003, the community-minded band chose to begin giving back to their beloved Mississippi by starting their own charity, The Better Life Foundation, a 501(c)(3) federally tax exempt non-profit organization. Named after their first album, they had a goal in mind: To give every child a chance at 'The Better Life.' Since its inception TBLF has gone on to support numerous charities nationwide, as well as providing aid and assistance to the Gulf Coast region of Mississippi during Hurricane Katrina. Recently TBLF made a sizable donation to the VH1 Save The Music Foundation. For more information, visit www.TheBetterLifeFoundation.org.

About 3 Doors Down

Since forming in 1995, the Mississippi rock quintet 3 Doors Down has sold more than 15 million albums worldwide and become a multi-platinum selling, "thoroughly modern American band," according to Billboard Magazine. Their first album, 2000's The Better Life, sold 6 million units, with their 2002 follow-up, Away From The Sun, selling 4 million and generating six #1 hits, along with multiple Billboard and other awards. The band's

2005 release, *Seventeen Days*, was their first to debut #1 on Billboard's Top Albums chart. The current album, *3 Doors Down*, is their second studio album to debut at #1 (as well as their fourth album to reach the Top Ten), and includes the #1 Top 40 and #1 Mainstream Rock track "It's Not My Time." 3 Doors Down is lead singer/songwriter Brad Arnold, lead guitarist Matt Roberts, rhythm guitarist Chris Henderson, bassist Todd Harrell and drummer Greg Upchurch. For more information on 3 Doors Down visit www.3doorsdown.com

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, Kid Rock, The Doobie Brothers, Styx, Stevie Nicks 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!