



BILOXI

ANTICIPATION...HARD ROCK BILOXI TO RE-OPEN WEDNESDAY, SEPTEMBER 3 AT 3 PM

Biloxi, MS, (September 3, 2008) – **Hard Rock Biloxi is ready to re-open our doors!** The doors to the region's hippest casino resort will re-open Wednesday, September 3, 2008 at 3 PM.

"While Hurricane Gustav ultimately made landfall 160 miles west as a relatively fast moving Category 2 hurricane making landfall near Cocodrie, LA, the Mississippi Gaming Commission made the right call" said Duncan McKenzie, President & General Manager. "Nothing is more important than guaranteeing the safety of our staff, guests and community. People first – then property. Always."

Once our management team received the approval to re-open, our rockers sprang into action. It only took 48 hours for Hard Rock's casino, hotel and grounds to be ready to thrill guests again.

"Everyone has been asking about the guitar," said McKenzie. "It became a beacon of hope after Katrina, and it stands today prouder than ever."

Mississippi Gaming Commission began to send agents to the Mississippi Gulf Coast casino properties for damage assessments on Tuesday night. After giving the casino properties the green light to re-open at 7 AM on Wednesday morning, Hard Rock Biloxi made the decision to open our casino property at 3 PM only after making sure everything is a 100 percent ready for our guests arrival.

"We realize that this was a valuable exercise in preparedness. And I'm proud to say our Rockers did not let our guests down. Hard Rock Biloxi is once again ready to prove **Winners Play Here**" said McKenzie.

For more information about Hard Rock Biloxi's re-opening efforts or to schedule an interview with Company President/General Manager Duncan McKenzie, please call Jessica Dukes at 228-276-7308 or e-mail your request to Jessica.dukes@hardrockbiloxi.com.

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 world fusion gourmet, and the Hard Rock Café. Hard Rock Live® accommodating over 1400 guests has already featured outstanding performers, concerts and events including our own 3 Doors Down, Kid Rock, The Doobie Brothers, Styx, REO Speedwagon and many more. Retail shops include the Rock Shop, Taunt, Ben & Jerry's, and Starbucks. Biloxi, Mississippi.