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## **BLACK EYED PEAS TO DESIGN ROCK STAR SUITE FOR HARD ROCK HOTEL SAN DIEGO**

### ***CONDO-SUITE TO BE DONATED TO BAND'S CHARITY, THE PEAPOD FOUNDATION***

San Diego -- March 29, 2006 – Hard Rock Hotel San Diego, the city's first branded condo-hotel, announced today its partnership with the Grammy® Award-winning Black Eyed Peas to collaborate on the design for one of the condo-hotel's Rock Star Suites, and to raise awareness and funds for The Black Eyed Peas' charity, The Peapod Foundation, a global organization dedicated to providing opportunities and support for children worldwide ([www.peapodfoundation.org](http://www.peapodfoundation.org)). The band -- will.i.am, Fergie, apl.de.ap and Taboo -- will collaborate on the design for the suite, which will reflect each member's individual style and unique personality.

"Hard Rock is a brand that has always been true to its core and I really dig the direction these guys are headed in San Diego," said will.i.am. "When I heard about this project, I knew I had to be a part of it and what we're going to do will be outrageous and, at the same time, benefit The Peapod Foundation and children all over the world. All the band – Fergie, apl.de.ap, Taboo and I – will have input so it's going to be a great time for us all."

Hard Rock Hotel San Diego will have a total of 17 custom-designed Rock Star Suites. As the name suggests, they are unique suites: one suite planned for the top floor of the hotel will feature a fire pit and deck seating for 20, while another boasts 270-degree views of the San Diego Bay and an outdoor hot tub. The suite to be designed by the Black Eyed Peas will be donated to The Peapod

Foundation by the project developer, 5th Rock, LLC. The Foundation will then have the option of selling the custom-designed suite, with proceeds benefiting the charity.

In designing their Rock Star Suite, the group will hand select everything from the furniture to the bed linens. It will also reflect band members' personal touches, such as a video greeting from will.i.am for guests staying in the suites, where he suggests everything from his favorite haunts in the historic Gaslamp Quarter to choice tunes stashed in his personal music collection.

Currently the property being sold as a condo-hotel, one of the first in Southern California, is aptly positioning itself with the tagline "Your Place. Your Rules.™" Owners will be "treated like Rock Stars," from Rande Gerber's bars, to the Nobu restaurant, to the hotel's roof top pool overlooking the Gaslamp. The property has already generated an interest list of more than 6,000 Hard Rock aficionados.

"What we're doing here in downtown San Diego is going to infuse the area with the energy and style associated with the Hard Rock Hotel brand," remarked Greg Casserly, President of Tarsadia Hotels, the operator. "From Hard Rock to Gerber to Nobu to The Peas, this place is making news around the world and it's going to play a massive part in this city's coming of age. Working with The Peas is going to be a blast. I love their music and the ideas they've shared are so far out there I'm more than confident this is going to be a massive hit. The best part of this though is the fact that the developer, 5th Rock, LLC., has agreed to donate a million dollar Rock Star Suite to The Peapod Foundation – a great and worthy cause that we're all excited to be associated with."

The Peapod Foundation is a children's charity dedicated to providing opportunities and support for children who suffer worldwide. It is a donor-advice fund administered through the Entertainment Industry Foundation.

Currently under construction at the corner of Fifth Avenue and L Street, scheduled to open in summer 2007, Hard Rock Hotel San Diego will be the trendsetter for modern luxury real estate and continue to transform the downtown core into a first-class urban destination. To find out more about the condo-hotel suites for sale, check out [www.hardrockcondos.com](http://www.hardrockcondos.com).

### **ABOUT TARSADIA HOTELS**

Based in Newport Beach, California, privately held Tarsadia Hotels is a national hotel development and management company. Over the past 30 years, Tarsadia has been involved in the operation of more than 100 hotels. For more information on Tarsadia Hotels, visit [www.tarsadia.com](http://www.tarsadia.com).

### **ABOUT HARD ROCK INTERNATIONAL**

With 121 high-energy Hard Rock Cafes, 11 Hotel & Casinos and two stand-alone Casinos in more than 41 countries, Hard Rock International is one of the world's most globally-recognized brands. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. Hard Rock International, Inc. is owned by The Rank Group Plc (RNK.L). For more information on Hard Rock, visit [www.hardrock.com](http://www.hardrock.com).

### **ABOUT THE PEAPOD FOUNDATION**

The Peapod Foundation is a global leader in uniting people and encouraging social change through the power of music and media. Dedicated to providing opportunities for children, The Peapod Foundation supports social issues that affect children worldwide including: Shelter/Housing, Starvation, Healthcare, Education, Poverty, and Music/Artistic Education via Pea Pod School for the Arts. The Peapod Foundation was founded in 2005 by will.i.am. of The Black Eyed Peas and Polo Molina of Grassroots Productions. Since its inception, The

Peapod Foundation has produced benefit concerts around the globe that evangelize global awareness and has raised money to support issues that affect children worldwide. The Peapod Foundation is based in Los Angeles, CA and is a donor-advised fund of the Entertainment Industry Foundation (EIF), the philanthropic leader of the entertainment industry. For more information, visit [www.peapodfoundation.org](http://www.peapodfoundation.org).

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