



From: Hard Rock Hotel San Diego
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J Public Relations

San Diego, CA (February 28, 2006) – **Hard Rock Hotel San Diego**, the city's first branded condo-hotel, announced today the appointment of Robert Todak to the position of General Manager.

With 20 years professional hospitality experience, Todak will be responsible for operations of the 315,000 square-foot luxury hotel boasting 420 suites including 17 individually designed "Rock Star" suites. Todak has earned great respect as a significant player and dynamic leader in the hospitality industry, helping define and create the contemporary lifestyle hotel experience. Having led some of the world's most prestigious hotels, he brings extensive knowledge and expertise to **Hard Rock Hotel San Diego**.

"I am eager to welcome Robert Todak to Hard Rock Hotel San Diego," said Greg Casserly, President of Tarsadia Hotels, the hotel's operator. "He is a leader in the hotel business and is the premier example of Hard Rock's core principles. Todak has exceptional attention to detail, has an unwavering belief in the brand and has true compassion for both his associates and guests. With an immeasurable emphasis on service, he walks the walk and stands alone amidst his competition."

Todak's most recent position was General Manager of **Hard Rock Hotel Chicago**, Hard Rock's first "urban" hotel. Under his direction, the hotel earned the impressive AAA Four-Diamond recognition and was selected as one of *Condé Nast Traveler's* 2005 "Hot List" properties.

Prior to his career at Hard Rock, Todak served as Vice President of Ian Schrager Hotels Miami, overseeing Delano, known to elite travelers as one of the finest hotels the world over. Year in and year out, under Todak's direction, Delano was one of the country's best performing style-play hotels, setting the standard for the modern urban resort. During this period, Todak also oversaw the successful re-launch of The Shore Club, an ultra-chic hotel and magnet for the jet set as well as entertainment and fashion trendsetters.

Before this prestigious position, Todak was Director of Operations for music magnate Chris Blackwell's Island Outpost hotel group. The collection included seven boutique hotels in Miami Beach's Art Deco District, including The Tides, ranked by *Departures Magazine* as one of the top 15 beach hotels worldwide and known as a destination landmark for the distinguished leisure and business traveler alike.

Todak comes to **Hard Rock Hotel San Diego** with an impressive list leading the world's most renowned hotel properties. Some of his fondest memories, however, came earlier in his career with the launch of Paramount in New York alongside Ian Schrager and Philippe Stark, the home of the first Whiskey Bar and one of the greatest triumphs in the lifestyle hotel revolution. He also has many stories to tell about The Marlin, South Beach's 12-suite mecca for the rock world, uniquely equipped with a recording studio used by music greats such as U2, Aerosmith, Jimmy Buffett, Nine Inch Nails, Oasis, and Grace Jones amongst many others. Todak likens San Diego's Gaslamp Quarter to South Beach circa 1994. "San Diego offers remarkable weather, historic architecture and natural beauty. It's a mirror image of the East Coast not too long ago, just waiting to explode," says Todak.

"Hard Rock is authentic and irreverent with rock-n-roll as the driving factor," continues Todak. "These elements, combined with world-class dining and entertainment partners, the famed Nobu Restaurant and Rande Gerber Bars, cutting-edge design and an infrastructure capable of

satisfying a diverse profile of travelers, will clearly differentiate this hotel experience. **Hard Rock Hotel San Diego** will be THE place to see and be seen in the heart of downtown San Diego's scene. The city will soon be rocked by a whole new level of experience that has yet to be encountered, but soon to be embraced."

Given the hotel will also be San Diego's first branded condo-hotel, the demand on Todak will be greater than other hotel General Managers. He will be balancing the needs and desires of both the condo-hotel owners and hotel guests and was intentionally hired more than a year prior to the hotel's opening to ensure the owner VIP treatment starts immediately. Guests will be invited to enjoy the hotel's various amenities including 24-hour concierge, a world-class spa and fitness center, a high-tech screening room, a landscaped outdoor pool deck with private cabanas, a 7,000 square foot live music venue, a world-renowned restaurant as well as a chic lobby lounge and rooftop pool bar. Owners will receive a number of additional "Rock Star" benefits such as an owner-dedicated VIP manager available to fulfill every request, whether it is a table at one of Gerber's bars, a reservation at Nobu or a last minute private yacht excursion on the bay. Todak is an expert at pampering stars such as Madonna, Jennifer Lopez and Prince Albert. At **Hard Rock Hotel San Diego** every person who walks through the door will be treated like a star. No detail will be overlooked and no compromises will be made, making it easy for those visiting to work hard and play harder.

A dedicated civic leader, he is thrilled to be a new member of the growing community and excited to become involved in San Diego's activities. During his time in Miami, Todak sat on the Board of Directors for the Greater Miami Convention and Visitors Bureau and the Greater Miami and the Beaches Hotel Association. He also served on the City of Miami Beach Mayor's Blue Ribbon Tourism Panel and was Co-Chair of the Miami Beach Chamber of Commerce's Hospitality Committee. Todak received a Bachelor of Science in Hotel Management from Rochester Institute of Technology. He now resides in La Jolla, CA.

Currently under construction at the corner of Fifth Avenue and L Street, Hard Rock Hotel San Diego is scheduled to open in Spring 2007.

For more information, please contact 877-503-ROCK (7625) or visit www.hardrockcondos.com. For media inquiries, contact Zora Huculak at TARA, Ink. at 310.278.1777 ext. 240.

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About Hard Rock Hotel San Diego

Located at the entrance of the Gaslamp Quarter across from the San Diego Convention Center, Hard Rock Hotel San Diego boasts an upscale, contemporary design, signature restaurants, a sophisticated nightlife, superior customer service and, of course, the distinctive thread running through all Hard Rock properties – rock 'n' roll. Amenities include 420 rooms and suites including 17 Rock Star Suites, over 40,000 square feet of unique meeting and event space, a world-class Nobu restaurant, and two bars – Moonstone Lounge and Sweetwater Saloon – operated by nightlife entrepreneurs Rande and Scott Gerber, founders of the Gerber Group. Additional features include Maryjane's Coffee Shop, a Rock Spa and fitness center, a landscaped rooftop pool deck with private cabanas, a 5,000 square foot live music venue, a Rock Shop and a Pinkberry yogurt store. For more information visit www.hardrockhotelsd.com.

About Hard Rock International

With 121 high-energy Hard Rock Cafes and nine Hotels/Casinos in 47 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. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood,

Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya and Bali. Additional hotel and casino projects have been announced in Macau and Penang, both scheduled to open in 2009; Palm Springs and Atlanta, both scheduled to open in 2010; and Dubai, scheduled to open in 2011. Hard Rock International, Inc. is owned by Seminole Hard Rock Entertainment, Inc. For more information on Hard Rock, visit www.hardrock.com.

About Gerber Group

Rande Gerber and Scott Gerber are the founders and principals of the Gerber Group. The company, an evolution of their trademark brand, The Whiskey, was created to develop innovative nightlife, hotel, restaurant and lifestyle concepts. Rande Gerber founded The Whiskey over 15 years ago and has since become the most influential nightlife proprietor in the country. The extraordinary success of The Whiskey Bars has established the Gerber Group as pre-eminent tastemakers, with an uncanny ability to create chic, seductive bars with modern glamour that reflect the times and national moods. Their nightlife brand and vision continues to expand developing hotel bars with W Hotels, Hard Rock Hotels, Casinos & Resorts, Sofitel, ME by Melia Hotels and Maxim magazine. The Gerber Group's latest ventures include Moonstone Lounge, located on the top floor of Hard Rock Hotel & Casino Biloxi, Midnight Rose, a restaurant and lounge and The Penthouse, a roof top bar, in the historic Hotel Reina Victoria now ME Madrid; The Beach House, a modern Mexican restaurant with Chef Richard Sandoval; and Rose Bar at ME Cancun, a luxury resort in Cancun, Mexico; and a partnership with Maxim Magazine to develop Maxim Lounges the first of which debuted at ME Cancun. For additional information, visit www.gerberbars.com.

About Nobu

Nobu, the world's most recognized Japanese restaurant known for its innovative new style Japanese cuisine, started as a business partnership in 1994 between chef Nobu Matsuhisa and his partners actor Robert De Niro, producer Meir Teper, and managing partner Richie Notar. With the original restaurant in New York, the Nobu brand is now an empire that spans across the globe, from London to Tokyo, Las Vegas to Malibu, Milan to Miami Beach, Dallas to Paradise Island, The Bahamas, Hong Kong to Waikiki, and Melbourne to San Diego, with an upcoming opening in Los Angeles. Nobu restaurants, all a visual and culinary delight, continue to win unprecedented praise and rave reviews from such publications as the New York Times, the Zagat Surveys, and the Michelin Guide. The restaurants' perennial popularity and devoted following are a tribute to Nobu putting his own spin on traditional Japanese cooking. For additional information, visit www.noburestaurants.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 acquisition, development and operation of more than 200 hotels.

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