



FOR IMMEDIATE RELEASE

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**FORGET ME NEVER: HARD ROCK HOTEL SAN DIEGO PAYS TRIBUTE TO THE KING OF ROCK
'N' ROLL
ON HIS 75TH BIRTHDAY
*Elvis Presley "Sightings" a Six-Foot Birthday Cake, Food and Drink Specials, and Audio and
Video Tributes – All on the Milestone Birthday Party Agenda***

(SAN DIEGO) December 8, 2009 - On Friday, January 8, 2010, all across the nation Elvis Presley fans will don their blue suede shoes and sequined jumpsuits to celebrate what would be the King's 75th birthday. In celebration of one of the most paramount figures in music history, [Hard Rock Hotel San Diego](#) is throwing a daylong birthday party in honor of Elvis, and all hotel guests and locals are invited to join in the fun.

"Many of our guests are true music aficionados and we knew we couldn't let the birthday of the King of Rock 'n' Roll go by without a celebration," said Matt Greene, general manager, Hard Rock Hotel San Diego. "We have some interesting Elvis memorabilia in the hotel year-round, and on his birthday our guests and his fans will have plenty of opportunities to remember and celebrate the King."

In addition to Elvis' soundtracks and movies playing throughout the hotel, Hard Rock Hotel San Diego will feature the following specials on Friday, January 8, 2010, in celebration of the King's 75th birthday:

- Mini "Hot Elvis" sandwiches, a contemporary interpretation of the King's favorite peanut butter and banana sandwich, will be served at Maryjane's, complimentary to each hotel guest staying overnight the evening of Friday, January 8.
- Full-sized "Hot Elvis" sandwiches at Maryjane's restaurant will be available at half-price to all Hard Rock Hotel San Diego [Twitter](#) and [Facebook](#) fans;
- Pink Cadillac Margarita and "All Shook Up" martini specials at Maryjane's, 207 and Float bars; and
- Complimentary slices of birthday cake served in Hard Rock Hotel San Diego's lobby at noon.

In addition to food and drink specials, it's rumored that Elvis himself will be "spotted" throughout the day, presumably to grab his favorite sandwich, welcome guests to the party and treat passersby to impromptu performances from the hotel's balconies. And for those who want an up-close look at Elvis Presley history, Hard Rock Hotel San Diego is home to two spectacular pieces of Elvis memorabilia. On the hotel's first floor is an original telegram sent from Elvis to The Beatles in the summer of 1964, prior to a Las Vegas gig. And one of the second floor meeting spaces houses an actual button-down shirt worn by the King.

To book accommodations at Hard Rock Hotel San Diego for Elvis Presley's Birthday, please visit www.hardrockhotelsd.com or call 888-593-6177

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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, Float pool lounge and street-level 207 bar. Additional features include retro-chic diner Maryjane’s, Rock Spa and fitness center, a landscaped rooftop pool deck with private cabanas, a Rock Shop and a Pinkberry yogurt store. For more information, visit www.hardrockhotelsd.com.

About Hard Rock International

With a total of 159 venues in 52 countries, including 129 cafes and 12 Hotels/Casinos, 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, Tulsa, Pattaya, Bali, Macau and Penang. Additional hotel and casino projects have been announced in Singapore scheduled to open in 2010; Palm Springs, Atlanta and Panama, scheduled to open in 2011; Hungary, Dubai and Abu Dhabi, scheduled to open in 2012. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For further details on Hard Rock Hotels and Casinos, visit www.hardrockhotels.com. For more information on Hard Rock International, visit www.hardrock.com.