



SAN DIEGO

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## **HARD ROCK HOTEL SAN DIEGO OPENS, TURNING UP THE STYLE AND VOLUME IN RENOWNED GASLAMP QUARTER**

*THE STAGE IS SET FOR A DISTINCTIVE FOUR-STAR, LUXURY ENVIRONMENT COMBINED WITH A UNIQUE ROCK VIBE*

**SAN DIEGO, CALIFORNIA** – San Diego has officially reached rock star status with the opening of Hard Rock Hotel San Diego, exclusively designed to offer guests the ultimate “behind the velvet rope” experience. Hard Rock Hotel San Diego is situated at the entrance to the city’s renowned Gaslamp Quarter, perfectly poised to be a hub of activity and a destination unto itself. The hotly-anticipated property boasts an upscale, contemporary design, signature restaurants, sophisticated nightlife, exceptional guest service and, of course, the distinctive thread running through all Hard Rock properties – rock ‘n’ roll.

The 12-story, 315,000-square-foot property features 420 guestrooms, 40,000 square feet of unique indoor/outdoor event space, world-famous Nobu restaurant, stylish bars and lounges and Hard Rock Hotel’s own signature, casually chic coffee shop, Maryjane’s.

A dynamic lobby with soaring 40-foot ceilings welcomes guests as music pulses through the air, courtesy of the in-house set list created specifically by the property’s own vibe manager. Stylish usherettes wait front and center to greet guests, guiding them to the check-in kiosks, while an ever-changing technicolor light wall serves as a vibrant focal point of entry. A modern white color palette sets the stage for glamour and draws attention to the dramatic “stairway to heaven” leading up to the second floor where the state-of-the-art Watchtower executive boardroom is flooded with natural light via floor-to-ceiling windows. For the perfect San Diego lounge experience offering laid back glamour, Hard Rock Hotel San Diego’s lobby lounge embodies irreverent attitude and impulsive energy day and night.

Hard Rock Hotel San Diego breaks with the standards of conventional design with guestrooms and suites that feature stunning cantilevered furniture, halo-illuminated beds that create a sense of floating, 300-thread-count cotton linens, state-of-the-art lighting, green-room inspired refreshment centers and sensually-styled bathrooms with ceiling-mounted rain showers. Technology is infused throughout the rooms with integrated video and sound systems, including 42” LCD high-definition televisions with “jack packs” that connects a variety of electronic devices, WiFi Internet access and a laptop safe. For that extra personal touch offered to each guest, the hotel’s concierge service reflects the brand’s core mantra – *Love All, Serve All* – providing unique and extraordinary service 24 hours-a-day, 7 days-a-week.

Guests opting to turn it up a notch for an ultra-VIP experience have the opportunity to stay in one of

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17 custom-designed Rock Star Suites that take the chic urban loft idea to a new level – matte leather couches, vibrantly colored plush pillows, dark ebony floors and hand-woven custom rugs. Each suite is unique with one of the top floor suites featuring a fire pit and deck seating for 20, while another boasts 270-degree views of the San Diego Bay and an outdoor hot tub.

One extraordinary Rock Star Suite is designed by the Grammy® Award-winning Black Eyed Peas. The band members – will.i.am, Fergie, apl.de.ap and Taboo - collaborated on the design for the suite, which reflects each member's individual style and unique personality. In designing the Black Eyed Peas Suite, the group hand-selected everything from the furniture to the bed linens to the personalized memorabilia featured throughout the suite.

With its prime location across from the San Diego Convention Center and in the center of the historic Gaslamp Quarter, Hard Rock Hotel San Diego is also an ideal location for business meetings and events. The hotel provides 40,000 square feet of unique indoor/outdoor meeting, reception and conference space. Additionally, the hotel offers meeting planners a wide variety of meeting packages and customizable services to ensure business clients remain refreshed and inspired.

Dining at Hard Rock Hotel San Diego also plays a starring role in the guest experience. With a reputation for innovation, quality and creativity, Nobu is the hotel's featured restaurant. Having pioneered nouveau Japanese cuisine, Nobu Matsuhisa has garnered tremendous acclaim for his signature restaurants worldwide. With an extensive roster of celebrity and "who's who" clientele in cosmopolitan cities around the globe, Nobu appropriately selected Hard Rock Hotel San Diego as one of the newest locations to share his unique culinary flare.

Hard Rock Hotel San Diego's own Maryjane's Coffee Shop takes classic American-style cuisine and gives it a contemporary twist, showcasing iconic furniture and textures alongside the latest in high-tech elements. When night falls, the coffee shop shows its sophisticated side, with a focus on the circular bar and outdoor patio. Open for breakfast, lunch and dinner everyday, with extended late night hours on weekends.

Not forgoing the importance of the other "r 'n' r", rest and relaxation, guests can head to the fourth floor of the hotel to the landscaped rooftop pool deck at Hard Rock Hotel San Diego. The lounge is located on this level and offers guests an idyllic Southern California outdoor pool bar experience. Adorned with a number of private cabanas, the space can evolve from an urban garden setting in the morning to a relaxing oasis in the afternoon to a vibrant people-watching party scene under the stars, creating a platform for spontaneous experiences at any given moment. Also located on the fourth floor and effortlessly integrated into the hotel's surroundings is Woodstock, a 9,000-square-foot outdoor event space overlooking the dynamic Gaslamp Quarter.

When the body and soul cry out for a little tender loving care, Hard Rock Hotel San Diego offers guests a world-class Rock Spa and state-of-the-art fitness center where they can rejuvenate from a VIP-inspired night on the town or work on their rock solid bodies. To dress those hot bodies, the Hard Rock Hotel San Diego's Rock Shop is filled with rock star-inspired clothing including customized leather jackets, vintage T's, and signature Hard Rock memorabilia. Hard Rock's Signature Series T-shirts are designed by music legends like Ozzy Osbourne, Bruce Springsteen, and Shakira, and are sold exclusively at Hard Rock locations worldwide, making the Rock Shop truly the only place to "shop rock."

Guests needing to satisfy their “sweet tooth” won’t be disappointed as downtown San Diego’s first Pinkberry is located on-site, offering irresistible frozen yogurt served with the freshest toppings – a concept known to cause lines around the block with fanatics lovingly terming the delicious treat “Crackberry.”

### **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 a rooftop lounge and street-level bar. Additional features include Maryjane’s Coffee Shop, 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](http://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](http://www.hardrock.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 and 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](http://www.noburestaurants.com).

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