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HARD ROCK HOTEL SAN DIEGO PROVIDES URBAN OASIS FOR TRAVELERS FLYIN' SOLO
Flyin' Solo Package Allows Guests to Experience the Wonders of San Diego all on their Own

SAN DIEGO (Mar. 31, 2009) – Most travelers dream about it – the perfect vacation getaway with no bosses, no kids, and no distractions to foil travel plans. According to the Travel Industry Association (TIA), nearly one-quarter of U.S. travelers, or 34.8 million U.S. adults, have taken a vacation by themselves in the past three years. Hard Rock Hotel San Diego is offering a unique package to pamper the solo traveler, providing VIP access to the city's finest attractions, including a two-night stay in the renowned Gaslamp Quarter, a rejuvenating trip to Rock Spa, and a ticket to all of what historic Balboa Park has to offer.

In an effort to create the perfect escape for solo travelers, Hard Rock Hotel San Diego is offering guests a unique two-day package that will offer VIP access to the very best of San Diego with a stay in the heart of the downtown Gaslamp Quarter and access to cultural exhibits and museums at beautiful Balboa Park. Hard Rock Hotel San Diego's **Flyin' Solo package**, priced starting at \$528 for studio rooms and \$608 for Hard Rock Suite accommodations, includes a \$100 spa credit at the hotel's full-service Rock Spa, a \$30 dining credit towards breakfast at casually-hip Maryjane's Coffee Shop, and admission to attractions at America's largest urban cultural park with a Balboa Park Passport.

"More and more, we see travelers for both business and leisure opting to travel alone and I can think of no better place to take your 'solocation' than America's Finest City," said Matt Greene, general manager at Hard Rock Hotel San Diego. "San Diego is known for its Mediterranean climate, beautiful beaches, active nightlife, and cultural attractions. Hard Rock Hotel San Diego prides itself in offering equally luxurious accommodations, award-winning restaurants, a world-class spa, and a gorgeous roof deck lounge and downstairs bar, all in an ideal location in the heart of the Gaslamp Quarter. San Diego is the ideal travel companion for the solo traveler."

The Passport to Balboa Park, included in the Flyin' Solo package, allows guests to explore the very best of Balboa Park, one of the oldest sites in the U.S. specifically dedicated for public recreational usage. With 1,200 acres of open area, natural vegetation, and scenic walkways to explore, guests will enjoy a variety of the Park's attractions, including the Japanese Friendship Garden, Museum of Photographic Arts, Museum of San Diego History, Reuben H. Fleet Science Center, San Diego Air & Space Museum, San Diego Museum of Man, and San Diego Natural History Museum. For more information, visit www.balboapark.org.

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Hard Rock Hotel San Diego's *Flyin' Solo* package is priced starting from \$528 for a two-night stay in a studio room and from \$608 for a two-night stay in a Hard Rock Suite and includes a \$30 dining credit towards breakfast at Maryjane's Coffee Shop, \$100 credit at Rock Spa, and a Passport to Balboa Park. Packages are valid from Mar. 31 to Sept. 1 and are subject to availability. Spa credit is not valid on retail products and must be used during stay. Dining credit is not valid on alcohol and must be used during stay. **To book Hard Rock Hotel San Diego's Flyin' Solo package, please visit www.hardrockhotelsd.com or call 888-593-6177.**

Hard Rock Hotel San Diego is the prime destination for an exhilarating urban 'solocation.'. Guests will feel like rock stars when enjoying the property's many luxurious amenities, including the world-class Nobu restaurant, two hip bars, a sparkling pool featuring private cabanas and day beds, the luxurious Rock Spa and a high-tech fitness center. Five-day advance reservations for Rock Spa are highly recommended.

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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, a rooftop pool 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.

About Hard Rock International

With 123 high-energy Hard Rock Cafes and nine Hotels/Casinos in 49 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, Atlanta and Panama, scheduled to open in 2010; Dubai, scheduled to open in 2011; and Abu Dhabi, scheduled to open in 2012. Hard Rock International, Inc. 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.