



SAN DIEGO

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**SAN DIEGO'S HARD ROCK HOTEL EARNS COVETED AAA FOUR-DIAMOND AWARD**

(SAN DIEGO, CA) October 20, 2008 – Less than a year after its public grand opening, **Hard Rock Hotel San Diego** located in downtown San Diego's historic Gaslamp Quarter has been awarded a prestigious Four-Diamond Award from the Automobile Club of Southern California (AAA). The AAA rating is consistently regarded as the industry's most trusted evaluation for North American travelers and recognizes the country's most superior hotels and restaurants in areas including product quality, service and attention to detail. Only four percent of properties evaluated receive the distinction.

"We are so pleased to have joined a very elite group of hotels which have earned the AAA Four-Diamond rating," said Matt Greene, general manager of Hard Rock Hotel San Diego. "We strive to consistently deliver a quality hotel experience with the exciting amenities and exceptional service that is uniquely Hard Rock. Often times it can take several years to perfect this formula enough to catch the discerning eye of AAA evaluators so having earned this rating in our first year of opening is especially rewarding."

Hard Rock Hotel San Diego celebrated its grand opening in downtown San Diego in November 2007. In addition to featuring 420 stylish guest rooms including nearly fifty percent luxury suites, the property introduced several world-class brands to San Diego's emerging nightlife and culinary scenes, including the acclaimed Nobu sushi restaurant, two of the city's most cutting-edge bars and a Pinkberry yogurt store. In addition, Hard Rock Hotel San Diego features in own retro-chic diner concept, the award-winning Maryjane's Coffee Shop and the full-service Rock Spa.

To become AAA approved and diamond rated, hotels and restaurants undergo a thorough inspection by one of AAA's 65 full time, professional evaluators. To win a AAA Four Diamond award, properties must pass two unannounced inspections – one that assesses the facilities and another specifically to evaluate service levels. Some 60,000 hotels and restaurants nationally will be listed in the 2008 AAA TourBook guides, in print and online at [www.aaa.com/diamonds](http://www.aaa.com/diamonds). Properties earning a Four Diamond rating are defined as upscale in all areas with accommodations that are progressively more refined and stylish and feature an enhanced level of quality throughout.

**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 bar and street-level lounge. 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 124 high-energy Hard Rock Cafes and nine Hotels/Casinos in 48 countries, Hard Rock International is one of the world's most globally recognized brands. Beginning with an Eric Clapton guitar, Hard Rock

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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; and Dubai, scheduled to open in 2011. Hard Rock Park, located in Myrtle Beach, is the world's first rock 'n' roll theme park. 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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