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MIAMI INK STARS TAKE TATTOO ARTISTRY TO THE CANVAS AT HARD ROCK HOTEL SAN DIEGO

SAN DIEGO (Feb. 17, 2009) – **Hard Rock Hotel San Diego** will get inked for charity when the **stars of TLC’s Miami Ink** and **creators of the Ruthless & Toothless clothing line, Chris Garver and Darren Brass** create canvas paintings inspired by their famous tattoo artistry, live in the hotel’s lobby on Friday, Feb. 27, 2009. The finished art will be unveiled at a private reception and then auctioned on eBay, with all proceeds donated to the Black Eyed Peas’ Peapod Foundation. The eBay auction will go live in March and will be accessible via the hotel’s web site at www.hardrockhotelsd.com.

“Tattoos and rock music go hand-in-hand so we felt Hard Rock Hotel San Diego and these renowned tattoo artists were natural partners,” said Matt Greene, general manager of Hard Rock Hotel San Diego. “Darren Brass and Chris Garver are among the very best in the tattooing business and to have them demonstrating their spectacular art live all day in our hotel lobby is a dream come true. We are also very proud that we can use this opportunity to once again benefit The Peapod Foundation. We encourage everyone to bid one these one-of-a-kind art pieces on eBay.”

Miami Ink stars Chris Garver and Darren Brass launched their kids’ lifestyle line, Ruthless & Toothless in 2008 in an effort to create artsy children’s clothing, accessories, home furnishings, and wall paintings for tattoo aficionados. Canvas prints are the newest offering by the Ruthless & Toothless brand and will be available shortly at www.ruthless-toothless.com. The renowned artists, whom achieved mainstream global acclaim with the debut of their Miami-based reality show on the TLC network, will bring their passion to life when they demonstrate their tattooing skills with paint and brush in the Hard Rock Hotel San Diego lobby.

Founded by will.i.am of The Black Eyed Peas and Polo Molina of Grassroots Productions, The Peapod Foundation works to support social issues affecting children worldwide, including housing, starvation,

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healthcare, education, poverty and music/artistic education. The organization unites people through the universal language of music. With benefit concerts that date back to the earliest incarnation of The Black Eyed Peas, The Peapod Foundation began with charity toy drives for orphanages in Los Angeles and is a donor-advised fund of the Entertainment Industry Foundation, the philanthropic leader of the entertainment industry. Members of the Grammy Award-winning Black Eyed Peas designed an authentic Rock Star Suite for the Hard Rock Hotel San Diego in preparation for the hotel's opening in 2007.

Rooted in the core aesthetics of rock n' roll, Hard Rock Hotel San Diego is the perfect host for this edgy charity event. Located in the historic Gaslamp Quarter, Hard Rock Hotel is just steps away from the San Diego Convention Center and PETCO Park. Hard Rock Hotel San Diego treats guests to a true VIP experience, with amenities such as the world-class Nobu restaurant, pool bar and street-level saloon for after-dark entertainment, a luxurious Rock Spa and a pool featuring private cabanas and day beds.

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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 saloon. 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 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