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**HOTTEST SUMMER EVER FORECASTED FOR HARD ROCK HOTEL SAN DIEGO WITH THE
LAUNCH OF INTERVENTION SUNDAYS AT FLOAT**
Special Pool Party Packages Entice Hotel Guests to Extend the Weekend Fun

(SAN DIEGO, CALIF.) – This April, **Float**, San Diego’s hottest rooftop pool lounge located at **Hard Rock Hotel San Diego** (HRHSD) will launch Intervention Sundays, San Diego’s most popular summer pool party. The weekly event promises a playful, entertaining and decadent atmosphere where visitors and locals alike can close out the weekend partying on the most luxurious rooftop in the city. This year, HRHSD is making it easier for guests to delay the Monday blues and focus on “Sunday-Funday” with an Intervention Stay Package including discounted room rates, and complimentary entry and priority VIP guest access for two to the party.

Intervention Sundays at Float provides the ultimate in downtown, adult recreation. Located on the 4th floor of the hotel overlooking San Diego’s thriving Gaslamp Quarter, Float and the adjacent Woodstock Terrace transform into multi-faceted playground for San Diego’s hippest movers and shakers. It’s a perfect oasis for a first-class summer bash offering a rooftop pool, to-die-for views, gorgeous exposed bar, luxurious day beds, and tricked out VIP cabanas available for the serious party-goer. With no shortage of eye-candy, Float is the place to see and be seen this summer.

The party extends from Float onto the 8000 square-foot Woodstock Terrace, where more than half of the concrete deck is covered with faux grass. The expansive playground, surrounded by a multitude of chaise lounge chairs, day beds and VIP couches provides ample room to catch some sun while mingling with cocktail in hand. In addition to a set-up created to encourage socializing, the tranquil hotel pool by week transforms into an entertaining weekend destination of its own when celebrity DJs and sultry dancers entertain the 1,400-plus crowds throughout the summer.

The hotel’s signature restaurant, Maryjane’s Coffee Shop, takes it to the roof with an impressive outdoor grill to serve up a unique take on American barbecue, in addition to Float’s host of VIP platter offerings. Selections include *Kobe Sliders with Horseradish Cheddar, Pickled Onion and Local Tomatoes; Crispy Pita Chips and Hummus; Bangkok Chicken Satay with Green Papaya Salad and Thai Barbecue Sauce; Fish Tacos; and Made-to-Order Guacamole*. Combined with a host of signature cocktails and frosty libations, guests will have plenty of fuel to sustain them through an entire day of hot-weather fun.

Special for summer, Hard Rock Hotel San Diego is offering an **Intervention Stay Package** that includes studio accommodations and complimentary admission for two and priority VIP guest access (\$40 value) to the Intervention Sundays pool party. The package is priced starting at \$149, is valid from April 19 through September and is subject to availability. For reservations, please visit www.hardrockhotelsd.com or call 888-593-6177.

Intervention Sundays at Float take place weekly through the end of September. Hours of operation are from 11 am to 7 p.m. This is a 21 and over event. Cabanas and VIP seating are always in high-demand, so for those interested, book early by contacting Float at (619) 764-6924. For additional information on Intervention at Float, visit www.intentionsd.com or www.hardrockhotelsd.com.

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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 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 125 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; Singapore in 2010; Palm Springs, Atlanta and Panama, scheduled to open in 2011; Dubai 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.