

FOR IMMEDIATE RELEASE

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**HARD ROCK HOTEL SAN DIEGO ROCKS THE SEASON'S HOTTEST COLOR FOR A
MONTHLONG PINKTOBER CAMPAIGN**
*Southern California Hotel Joins Hard Rock International's 10th Annual Global Philanthropic
Effort to Benefit the Breast Cancer Research Foundation*

(SAN DIEGO) – In honor of Breast Cancer Awareness Month in October, **Hard Rock Hotel San Diego** will join Hard Rock International in its annual, global PINKTOBER philanthropic effort to raise money for the Breast Cancer Research Foundation (BCRF). From Oct. 1 to 30, the San Diego property will raise funds for BCRF from initiatives throughout the hotel. These include a donation of a portion of the proceeds from the sale of select guestrooms outfitted with the brand's signature Pink Sheets, as well as from Pomegranate Milkshakes featured at retro-diner Maryjane's and Pomegranate Body Scrubs offered at Rock Spa. Additionally, the property's ultra-chic bar 207 will host a spectacular Pink Party featuring Las Vegas nightlife favorite **DJ Vice**.

"Philanthropy is a pillar of the Hard Rock brand and we are excited to participate in the 10-year anniversary of this successful campaign to benefit breast cancer awareness," said Matt Greene, general manager, Hard Rock Hotel San Diego. "Our goal is to be involved and ensure our guests have fun, and we can't imagine a more enjoyable way to raise money than with milkshakes, spa treatments and a blow-out party. It's philanthropy Hard Rock-style and we encourage our guests to participate in this important cause."

At 8 p.m. on Thursday, Oct. 1, 2009, Hard Rock Hotel San Diego will kick off the official beginning of the month-long charitable effort with the lighting of a bright pink breast cancer ribbon on the hotel's façade visible from 5th Avenue, which will shine throughout October. On Friday, Oct. 2, the hotel's lobby-level 207 bar will host a Pink Party with proceeds benefitting BCRF. Guests are encouraged to don their hottest pink attire to walk the "pink carpet," and will be treated to the sounds of the famed DJ Vice, whose talent has dominated DJ booths in high-end clubs from Los Angeles to Las Vegas. Doors open at 8:30 pm. For Pink Party VIP seating reservations, contact 207 at (619) 764-6924.

For the second consecutive year, Hard Rock Hotel San Diego will outfit select guestrooms with special Pink Sheets, which feature the signature embroidered guitar pillowcases as the brand's plush Sleep Like a Rock® bedding. Twenty-five percent of room revenue proceeds from these rooms during October will benefit the campaign. Guests of Pink Sheets rooms will also receive Hard Rock's PINKTOBER guitar pin featuring pink rhinestones. In addition to Pink Sheets, the property's retro-chic diner Maryjane's has created a limited-time "Shake your Pom Poms" Pomegranate Shake and Rock Spa will offer an invigorating 50-minute Pomegranate Body Scrub. Both pink treats will be featured during the month of October with 25 percent of proceeds benefitting Hard Rock's PINKTOBER 2009 campaign. To book a spa treatment call Rock Spa at (619) 764-6930.

Pink Sheets rooms will be offered from Oct. 1 - 30 and are booked based on availability. For more information on Hard Rock Hotel San Diego's PINKTOBER offerings, please visit 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, 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 a total of 156 venues in 52 countries, including 127 cafes and 11 Hotels/Casinos, 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, Tulsa, Pattaya, Bali and Macau. Additional hotel and casino projects have been announced in Penang, scheduled to open in 2009; Singapore in 2010; Palm Springs, Atlanta and Panama, scheduled to open in 2011; Hungary, Dubai and Abu Dhabi, scheduled to open in 2012. Hard Rock International 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.