



Contact: Rana Kay, Public Relations Manager
Hard Rock Hotel San Diego
619-764-6938 / ranak@hardrockhotelsd.com

Hard Rock Hotel San Diego's Rock Spa Invites Guests to Balance, Energize and Chill
Spa Creates an Urban Oasis for Guests and Locals in the Heart of the City's Downtown

SAN DIEGO – Serving as both a luxurious amenity for hotels guests and a chic urban retreat for locals, Hard Rock Hotel San Diego's world-class **Rock Spa** is downtown San Diego's ideal location to recharge for the night ahead or decompress from the one before. The full-service Rock Spa features a menu of imaginative and rejuvenating body treatments, facials, pampering massages and specialty services, designed to help guests balance, energize and chill in a soothing, modern environment.

Located on the third floor of San Diego's most stylish hotel, the plush Rock Spa provides a sensual oasis right in the center of the city's cultural hub. With its dimly lit, dark ebony wood floor and hallway walls textured in rich purple suede, Rock Spa promotes rejuvenation in a uniquely intimate setting inspired by its hip, downtown location.

Rock Spa Director, Matt Lee, brings over 10 years of spa experience within the hospitality industry. An athlete all of his life, Lee combined his interests in sports and natural medicine to pursue a career in the holistic health-related field. Together with management, Lee has created a luxurious spa experience featuring the most current treatments and products available.

Immediately upon check-in, its clear Rock Spa captures the ultimate relaxation offered with a day spa visit while defying the traditional formula. In true Hard Rock fashion, John Resnik, the hotel's resident vibe manager created a distinct music play list meant to enhance the Rock Spa experience. Instead of the typical piped-in instrumentals reminiscent of the sounds of a distant island, guests are serenaded by classic and contemporary artists including Moby, Marvin Gaye, Morcheeba, Radiohead and the Foo Fighters.

While enjoying Rock Spa's eclectic playlist, men and women can prepare for their journey of revival in separate facilities each featuring relaxing showers and eucalyptus steam rooms to help cleanse the senses and soothe the soul. Refreshing fruit-infused water and all-natural snacks await guests in the "Chill Room", where they can relax prior to their treatments in plush, leather oversized chairs with faux fur throws.

Within Rock Spa's five luxurious treatment rooms, guests can choose from treatments lasting 30 minutes to an indulgent six hours. Every service includes the application of hot towels to cleanse and relax the body, as well as a customizable aromatherapy menu designed to help stabilize the mood. Rock Spa utilizes several premier spa and skincare products including *Comfort Zone*, a cosmeceutical line out of Parma, Italy that combines the best elements of nature with science to promote rejuvenated, healthy skin and *Tranquileyes*, a revolutionary product which improves eye health, radiance and wellness by restoring vital eye moisture.

Rock Spa's menu features a variety of face and body treatments. Options include the *Pearl* facial which incorporates real crushed pearls and botanical extracts of mulberry and licorice to illuminate and firm the skin; and intense *Herbal* body wrap infusing natural ingredients such as basil, orange, lemon, anise and oregano to nourish; *Shimmer* massage providing the body with an all-over glow perfect for a night out; and *Thermofreeze* treatment which utilizes botanical extracts to help battle cellulite.

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Also featured on the Rock Spa menu is a selection of “Just for Guys” options including grooming facials and massage treatments created with the needs of the spa’s masculine guests in mind. And, embracing its metropolitan locale, a list of 30-minute “Quickie” services is offered, allowing even busy executives on the run to enjoy a mid-day respite.

Rock Spa also features a selection of Signature Treatments found only at HRHSD, which include hot towel application and are followed by a calming inhalation therapy created with Rock Spa signature scents.

Signature Treatments include:

Dream Weaver Massage - Let go and drift to Neverland with this unique massage combining various techniques including Acupressure, Swedish, Hawaiian Lomi-Lomi and Thai Stretches. And yes, it is OK to inhale- the aromatherapy used increases relaxation.

Amped-Up Sugar Scrub - Rejuvenate your skin with this invigorating polish using natural exfoliates including raw sugar blended with cinnamon, ginger and cedar wood leaving your skin buffed and beautiful.

Peace and Love Facial - Featuring Swedish artichoke, a powerful antioxidant, and vitamin C, which neutralize harmful radicals, this facial is like a kiss and peace offering to your face.

Love Potion #9 - A six hour tantalizing couple’s experience where the duo can experience eight decadent services, followed by an interactive ninth treatment. The journey includes personalized facials, body exfoliations, and scalp massages, as well as a poolside private lunch, elixirtini with champagne ceremony with berry kebabs and organic chocolates and a special gift to take home to continue their indulgent experience. The couple’s treatment room includes a private dual-head shower for additional intimacy.

Rock Spa Induction packages offer new and experienced spa-goers alike a tease of some of the best spa services on the menu. Guests can choose services designed to reflect their emotional state including: **Balance**, which offers the Marine Body Treatment and Personalized Massage; **Energize** with an Amped-Up Sugar Scrub, Dream Weaver Massage, spa lunch and Lifted Facial; or, **Chill** with an Herbal Body Wrap and Peace and Love Facial. All of the Inductions include a hot towel treatment for the feet, reflexology, an aromatherapy scalp massage and special gift to take the memory home.

In addition to a comprehensive spa menu, Rock Spa also features specialty services including expertly-applied Sun FX spray tanning, which can be customized for the perfect shade year-round, make-up application and group event services including bridal parties and girlfriend getaways.

For guests wishing to continue their Rock Spa experience at home, retail offerings range from the luxurious to the whimsical. Items include the fun and sensual *Jimmy Jane* products geared towards couples; the organic *Red Flower* line that offers candles, diffusers and home ritual kits; *Rock Spa* products in the line’s signature Green Tea and Lemongrass scent and comfy *Zenzi* yoga wear.

Select treatments may also be offered in the comfort and privacy of guests’ rooms or enjoyed in a private poolside cabana with prior arrangement. Appointments at Rock Spa are strongly encouraged and can be made by calling 619-764-6930. For more information, visit rockspasandiego.com.

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,

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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 lounge and a 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 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.

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