



## **p r e s s r e l e a s e**

---

For immediate release

# **HARD ROCK INTERNATIONAL & RESORTS WORLD AT SENTOSA UNVEIL HARD ROCK HOTEL SINGAPORE**

**SINGAPORE / ORLANDO, FLORIDA, 26 March 2009** – Hard Rock International announces Hard Rock Hotel Singapore, set to open in Singapore, Spring 2010. The luxurious, 360-room Hard Rock Hotel Singapore is part of Resorts World at Sentosa, a US\$4.3 billion integrated family resort destination set on the tropical isle of Sentosa. The development epitomizes Hard Rock Hotel's expansion strategy in its premier locations worldwide.

"The highly anticipated Hard Rock Hotel Singapore is a welcome addition to the Hard Rock Hotel portfolio," said Hamish Dodds, President and Chief Executive Officer, Hard Rock International. "Resorts World at Sentosa – our hotel's future home – is rooted in delivering many unique experiences and offering visitors a one-of-a-kind holiday experience. Hard Rock Hotel Singapore will deliver the perfect rock star luxury retreat."

Chief Executive Officer of Resorts World at Sentosa, Mr Tan Hee Teck said: "The Hard Rock brand is renowned in Asia. Many young Asians grew up collecting Hard Rock memorabilia and owning at least one Hard Rock T-shirt. Resorts World at Sentosa is very pleased to bring the first and only Hard Rock Hotel to Singapore. As a family destination with two of Asia's largest attractions, we believe that Hard Rock Hotel adds not only sizzle to our appeal, but excitement to accommodation options in the region."

The Hard Rock Hotel Singapore, a US\$223 million venture, will be one of six unique destination hotels at Resort World at Sentosa. The hotel will offer 360 keys, including ten suites and 350 rooms as well as modern conference facilities including 26 meeting rooms and one of Asia's largest column-free ballrooms seating up to 7,300 people. Featuring the latest in audio-visual equipment, the ballroom will be an ideal venue for concerts, seminars, performances and banquets, and can be further divided into smaller ballrooms or separate conference halls for more intimate affairs.

The guest rooms at Hard Rock Hotel Singapore will incorporate Hard Rock's tradition of providing luxury, quality service and amenities with a unique music edge. The hotel will contain destination dining venues and high-energy bar locations offering both locals and international hotel guests a place to see and be seen. The pool, a quintessential Hard Rock element, will be a focal area for both music and relaxation as well as a social gathering place.

"The Seminole Tribe of Florida is excited about our newest Hard Rock development in Southeast Asia," notes Jim Allen, Chairman of Seminole Hard Rock Entertainment. "It's a testament to the brand that we have such incredible strategic partners and ample opportunity for global growth in emerging locations."

The Hard Rock Hotel experience offers luxurious style and substance with a unique rock vibe. Properties are situated in destinations with unique character, tourist appeal and gateway cities. Hard Rock Hotels cater to the evolving and distinctive needs of today's experienced, modern traveler, who seek a reprieve from traditional, predictable properties, whether for business or leisure travel.

The 49-hectare Resorts World at Sentosa is Singapore's only tropical integrated family resort destination, complete with Southeast Asia's first and only Universal Studios theme park, the world's largest oceanarium, six unique hotels offering 1,800 rooms as well as a casino, will open its doors to the world early next year.

- ends -

**Note to Editors: please use the following photo captions for visuals:-**



### **Hard Rock Hotel Singapore**

*A hotel for the fun, energetic and glamorous. Hard Rock Hotel Singapore is hip and trendy, with an attitude and dramatic ambience; hotel guests are welcomed like rock stars.*



### **Hard Rock Hotel Singapore – room interior**

*A retreat for trendy jet-setters, Hard Rock Hotel Singapore is also a hotel for families. Double rooms can accommodate up to 5 guests, with an extra pull-out bed for kids.*



**Hard Rock Hotel Singapore – room interior**

*The full length mirror adds to the rock-and-roll ambience of the hotel. Switch on the bathroom lights and watch the nostalgic silhouette of the vanity table of yesteryear's film stars come alive.*



**Hard Rock Hotel Singapore – room interior**

*The hanging silver lampshade morphs into a pendant chandelier when switched on. The tattoo on the wall represents the new branding of the hotel chain.*



**Hard Rock Hotel Singapore bathroom**

*The La Boheme stool at the vanity in the bathroom acts as a dresser stool, complementing the flamboyant patterned mosaic wall.*

**All photos are to be attributed to: Credit: ©2009 Resorts World at Sentosa**

**About Hard Rock International**

With 124 high-energy Hard Rock Cafes and nine Hotels/Casinos in 50 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, Atlanta and Panama, scheduled to open in 2010; Dubai, scheduled to open in 2011; 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](http://www.hardrockhotels.com). For more information on Hard Rock International, visit [www.hardrock.com](http://www.hardrock.com).

**About Resorts World at Sentosa**

Slated to be one of the world's most exciting destinations, Resorts World at Sentosa is a collection of resorts and attractions with a plethora of fun-filled offerings for the entire family. Taking pride of place on Singapore's resort island of Sentosa and spanning 49 hectares, this S\$6.59 billion (US\$4.3 billion) mega-resort will be home to Southeast Asia's first and only Universal Studios theme park, the world's largest oceanarium and the region's first integrated destination spa. The resort also boasts some 1,800 rooms, spread across its six hotels of varying themes, with full conference and meeting amenities. Topping the list are Maxims Tower, Hotel Michael and Singapore's very own Hard Rock Hotel. Beyond resorts and attractions, world-class entertainment such as the Crane Dance – a spectacular multi-media moving art with cleverly choreographed animatronic cranes, set out at the waterfront – will also be presented to the public. A 1,600-seat theatre will feature a magical dreamlike extravaganza with water, light and visual effects, alongside retail and dining options at the Festive Walk with roving acts and street performances at the Bull Ring. Indeed, come 2010, Resorts World at Sentosa looks set to welcome 15 million visitors. It will be a place that Singapore can proudly call its own. For more information on Resorts World at Sentosa, visit [www.rwsentosa.com](http://www.rwsentosa.com).

**For more information, please contact:**

**Resorts World at Sentosa**

Robin Goh  
Tel: +65-6407-9778  
Mobile: +65-9093-5772  
Email: [robin.goh@rwsentosa.com](mailto:robin.goh@rwsentosa.com)

Lee Sin Yee  
Tel : +65-6407-9769  
Mobile : +65-9626-3597  
Email : [sinyee.lee@rwsentosa.com](mailto:sinyee.lee@rwsentosa.com)

**Hard Rock International**

Michelle Messina  
Tel: 407-445-7740  
Email: [Michelle\\_messina@hardrock.com](mailto:Michelle_messina@hardrock.com)

Dan Klores Communications  
Marissa Mastellone/Rachel Harrison  
Tel : 212-981-5210 / 212-981-5278  
Emails : [Marissa\\_mastellone@dkcnews.com](mailto:Marissa_mastellone@dkcnews.com);  
[Rachel\\_harrison@dkcnews.com](mailto:Rachel_harrison@dkcnews.com)