

HARD ROCK HOTEL PENANG NAMED WINNER IN 2015 TRIPADVISOR TRAVELLERS' CHOICE AWARDS Ranking 6th in Top 10 Hotels for Families - Malaysia

Georgetown, Penang, 27 January, 2015 – Hard Rock Hotel Penang recently announced it has been recognized as the Top 10 winner in the Hotels for Families – Malaysia category of the 2015 TripAdvisor Travellers' Choice™ Awards, ranking sixth out of 10. For the 13th year, TripAdvisor has highlighted the world's top properties based on the millions of reviews and opinions collected in a single year from travelers around the globe. Winners were identified in the categories of Top Hotels, Bargain, B&Bs and Inns, Family, Luxury, Romance, Service and Small Hotels. The hallmarks of Travellers' Choice winners are remarkable service, quality and value.

Opened in year 2009, Hard Rock Hotel Penang is well-known for its family oriented facilities and rockin' brand. The hotel is equipped with the largest free-from swimming pool in Northern Malaysia, Lil' Rock Suite rooms, Lil' Rock Kids Club, Tabu Teens Club and fun activities at the pool area – Car Racing, Sumo Wrestling, Water Pillow Fights, Water Kayak, Marble Races and Sea Scooters.

During their stay, hotel guests can look forward to several parties and events at Hard Rock Hotel Penang – foam parties for both adults and kids held on the first Saturday of every month, Summerfest and other seasonal events.

Hard Rock Hotel Penang gives guest access to experiences they cannot get anywhere else; the Sound of Your Stay™ Program, a brand-wide amenity program is designed to provide business and leisure travelers with an all-encompassing music experience in the comfort of their hotel room. The program includes TRACKS™, a free music download program, PICKS™, free Fender guitar rental for the guitar lovers and MIX™, which provides you with private access at TABU Teens Club to a Traktor S2 DJ controller and an accompanying iPad for every aspiring music DJ.

To find out more about Hard Rock Hotel Penang, please visit www.penang.hardrockhotels.net.

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About Hard Rock International

With a total of 197 venues in 62 countries, including 151 cafes, 21 hotels and 10 casinos, Hard Rock International (HRI) is one of the most globally recognized companies. 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. HRI owns the global trademark for all Hard Rock brands. The company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the company's two most successful Hotel and Casino properties in Tampa and Hollywood, Fl., both owned and operated by HRI parent company The Seminole Tribe of Florida, as well as other exciting locations including Bali, Chicago, Cancun, Ibiza, Las Vegas, Macau and San Diego. Upcoming new Hard Rock Cafe locations include San Juan, Rio de Janeiro and Marrakech. New Hard Rock Hotel projects include Daytona Beach, Dubai, Los Cabos, Dallas-Fort Worth, Tenerife, Abu Dhabi, and Shenzhen and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.