

HARD ROCK HOTEL PENANG AWARDED 2015 TRIPADVISOR CERTIFICATE OF EXCELLENCE

Recognised as a Top Performing Hotel as Reviewed by Travellers on the
World's Largest Travel Site

Georgetown, Penang, 3 July, 2015 – Hard Rock Hotel Penang today announced that it has received a TripAdvisor™ Certificate of Excellence award. Now in its fifth year, the award celebrates excellence in hospitality and is given only to establishments that consistently achieve great reviews on TripAdvisor.

Through its 'Kick-Ass Service', Hard Rock Hotel Penang has received great reviews since it first opened in year 2009. The hotel is pleased to have earned the number #2 spot out of 13 hotels in Batu Ferringhi, in late August last year. Hard Rock Hotel Penang was ranked highly mostly for its value, service and overall rockin' experience at the hotel.

When selecting Certificate of Excellence winners, TripAdvisor uses proprietary algorithm to determine the honorees that takes into account the quality, quantity and recent reviews and opinions submitted by travelers on TripAdvisor over a 12-month period as well as business's tenure and ranking on the Popularity index on the site. To qualify, a business must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months.

“Winning the TripAdvisor Certificate of Excellence is a true source of pride for the entire team at Hard Rock Hotel Penang,” said John Primmer, General Manager at Hard Rock Hotel Penang. “There is no greater seal of approval than being recognized by one's customers. With the

TripAdvisor Certificate of Excellence based on customer reviews, the accolade is a remarkable vote of confidence to our business and our continued commitment to excellence.”

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, Roxity Kids Suite rooms, Roxity Kids Club, TABU Teens Club and fun activities at the pool area –Sumo Wrestling, Water Pillow Fights, Water Kayak and Marble Races.

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 guests 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 199 venues in 63 countries, including 153 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, Tenerife, Abu Dhabi, and Shenzhen and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.