

13 GIRLS COMPETE FOR MALAYSIA'S MOST ROCKIN' GIRL

Hard Rock Hotel Penang hosts 6th Ms Hard Rock Penang 2015

Georgetown, Penang, 25 July, 2015 – Established in year 2010, Hard Rock Hotel Penang will be hosting the 6th Ms Hard Rock Penang 2015 on 25 July 2015. Each year, the hotel looks for the “IT” Girl who exudes the rock attribute, charisma, vibe and personality that fits the Hard Rock brand.

Registration for Ms Hard Rock Penang 2015 has drawn over 20 entries but only 13 girls were shortlisted to compete for the next Malaysia's Most Rockin' Girl. The 13 participants who will be competing for the next Ms Hard Rock Penang title consists of ages between 18 – 25 years old and are originally from Penang, Kuala Lumpur, Perlis, Russia and Birmingham.

The girls will be judged by their overall presentation of confidence, charisma, poise and rockability. The three judges are Hard Rock Hotel Penang's General Manager – Mr. John Primmer, Executive Assistant Manager – Mr. Michael Smeeton and Ms. Teh Beng Lynn – Senior Talent Development Manager.

The Winner for Ms Hard Rock Penang 2015 will be entitled to a cash prize of RM2, 000, a 3D/2N stay in a Seaview Studio Suite, a Platinum Record, feature in FHM Malaysia's Most Wanted, a Studio Photo Shoot by Eyedear Photography and prizes worth RM10, 000.

1st Runner Up on the other hand will walk away with a cash prize of RM1, 000, a 3D/2N Stay in a Lagoon Deluxe room, a Platinum Record, a Studio Photo Shoot by Eyedear Photography and prizes worth RM6, 000.

2nd Runner Up wins a cash prize of RM500, a 3D/2N stay in a Seaview Deluxe room, a Platinum Record, a Studio Photo Shoot by Eyedear Photography and prizes worth RM4, 000.

The Top 3 Winners including Voter's Choice are all entitled to prizes sponsored by Eyedear Photography, Corset Me, Bikini Me, Mon Cheri, Le Beaute by Sandy Hong, Harley Davidson, Davines, ZALORA and Uber.

Ms Hard Rock Penang 2015 is also supported by media partners – Optimal Media, Danwan Corporation and Kerson Media.

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About Hard Rock International

With a total of 201 venues in 64 countries, including 155 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, Lagos and Busan, South Korea. 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.