

HARD ROCK HOTEL PENANG OFFERS REVOLUTIONARY RHYTHM AND MOTION SPA TREATMENTS

World's first music derived treatments now offered in Penang

Georgetown, Penang, 23 August 2015 – Hard Rock Hotel Penang announces the arrival of *Rhythm and Motion* – the world's first fully immersive music-centric spa menu utilizing amplified vibrations, pressures and patterns, as the foundation of its treatments.

This groundbreaking experience takes guests on a rhythmic massage journey – bass vibrations ripple through the massage table as treble beats come from above, sending pulses through body and leaving guests feeling energized and invigorated. These reinvented Rock Spa® treatments, now offered at Hard Rock Hotel Penang, transcend current spa rituals and inspire spa-goers to 'Live Hard, Purify Harder.'

Turning up the volume on the traditional massage practices, the massage therapist synchronizes movements with an expertly curated playlist as guests embark on a journey of the senses . Utilizing Hard Rock's differentiator – music – each treatment connects the healing power of music with the artistry of message therapy. As music has been proven to relieve pain, enhance immune function and alleviate stress, Hard Rock developed these cutting-edge treatments with music at the forefront to provide guests with an all-encompassing rejuvenation of the senses, body and mind.

Available now at Hard Rock Hotel Penang, the new Rock Spa® *Rhythm and Motion* treatments cater to all spa-goers' needs.

- **Synchronicity** is a pulsating massage featuring a masterfully blended soundtrack. Utilizing greatest hits from yesterday to today, the treatment taps into memories to create an

experiential journey, in sync with a performance of techniques, pressure and rhythm. The massage offers a Foot Cleanse with hot stone and a choice of Hard Rock Massage or Traditional Malaysian Massage.

- **Face the Music** combines the therapeutic benefits of sound vibration and clinically proven organic products to rejuvenate and hydrate facial skin. This extraordinary Aromatherapy Facial leaves skin feeling smooth and refreshed, shedding years and restoring a star-worthy glow.
- **Heat Wave** offers a massage treatment using warm volcanic stones on the body, hands and legs leading to deep relaxation, helps to melt away tension, eases muscle stiffness and increases circulation and metabolism leaving you feeling rejuvenated. This massage offers a Foot Cleanse with hot stone and Hot Rocks Massage.

To find out more about Rock Spa's immersive musical spa experience at Hard Rock Hotel Penang, please visit <http://penang.hardrockhotels.net/rock-spa>. To make reservations, please call Rock Spa at +604 8868 071.

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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.