

HARD ROCK HOTEL PENANG SUPPORTS BREAST CANCER AWARENESS WITH 16th ANNUAL PINKTOBER™ CAMPAIGN

Georgetown, Penang, 12 October 2015 – Hard Rock Hotel Penang invites guests to ‘Get Into Bed for the Cause’ by adding a pop of PINK throughout the month of October in honor of the brand’s 16th annual PINKTOBER™ breast cancer awareness campaign. The hotel is currently offering two pink rooms, complete with luxurious pink sheets, pink duvet covers, pink robes, iconic Hard Rock PINKTOBER pin, limited edition PINKTOBER ‘Stolen from Hard Rock’ pillow and other pink turndown amenities. Hotel guests can do their part to support this campaign by staying at Hard Rock Hotel Penang’s PINK rooms. 25 percent of the room rate will be donated to Mount Miriam Cancer Hospital.

On 10 October 2015, Hard Rock Hotel Penang hosted a pink cocktail party called ‘The Pink Show 2015’. Throughout the evening, guests were entertained with live band music, silent auction biddings, stand-up comedy by the amazing Joanne Kam and fashion shows by ZALORA, Ameer Philips and Le Beaute Collection by Sandy Hong. Proceeds from the sale of tickets and silent auction items will be donated to Mount Miriam Cancer Hospital. ‘The Pink Show 2015’ was supported by ZALORA, XIXILI, Ameer Philips, Le Beaute Collection by Sandy Hong, Mon Cheri, Strip Gurney Paragon, Rapid Penang, Eyedear Photography, Picture Passenger, Optimal Media, Aim Max Media, Backstage Magazine, Style Flash Image & Beauty Centre and MIU KITTY Paradise.

Alternatively, hotel guests may also choose to support the cause by donating RM30 and above in return for a limited edition PINKTOBER ‘Stolen from Hard Rock’ pillow. This item can be purchased directly at the hotel’s front desk.

Shoppers can also support the cause with purchases of Hard Rock PINKTOBER pins and t-shirts from

any of the Rock Shops at Hard Rock Hotel Penang. 15 percent of the retail price will go directly to the cause.

For more info about Hard Rock PINKTOBER™ breast cancer awareness campaign, please visit <http://penang.hardrockhotels.net/>.

Positively Pink Package: <http://penang.hardrockhotels.net/view-promotion/49750>

The Pink Show 2015: <http://penang.hardrockhotels.net/view-events/7114>

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Hard Rock International

With a total of 203 venues in 64 countries, including 156 cafes, 22 hotels and 11 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.