

HARD ROCK HOTEL PENANG DONATES RM30, 000 to MOUNT MIRIAM CANCER HOSPITAL

Hotel supports Breast Cancer Awareness with 16th Annual Pinktober Campaign

Georgetown, Penang, 14 November 2015 – Throughout the month of October, Hard Rock Hotel Penang supported Breast Cancer Awareness with the 16th Annual Pinktober Campaign. The hotel is pleased to have raised a total of RM30, 000 for Mount Miriam Cancer Hospital. All proceeds were raised from the hotel's Pinktober initiative 'Get Into Bed for the Cause' program, 'The Pink Show 2015' cocktail party and limited edition PINKTOBER 'Stolen from Hard Rock' pillow.

A mock cheque presentation was held recently at Hard Rock Hotel Penang. Present at the ceremony were Mr. John Primmer, General Manager (Hard Rock Hotel Penang), Mr. Michael Smeeton, Executive Assistant Manager (HRHPEN), Ms. Betty Lim, Director of Sales & Marketing (HRHPEN), Ms. Tham Wei Wei, Chief Executive Officer (Mount Miriam Cancer Hospital), Sr. Pauline Sewell, FMDM sister (MMCH), Mr. Clement Long, Community Relations Officer (MMCH), Mr. Keith Tan, designation (MMCH), Ms. Priscillia Yuen, Community Relations Officer (MMCH), Ms. Jenny Ooi, Corporate Development Manager (MMCH), Major Mohd Shukri bin Abdul Rahman, COO (Rapid Penang), Ms. Rafidah binti Abdul Karim, Head Group Communication (Rapid Penang) and Ms. Nur Ashikin Jamaludin, Associate Group Communications (Rapid Penang).

During the month of October, Hard Rock Hotel Penang invited guests to 'Get Into Bed for the Cause' 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. 25 percent of the room rates were donated to Mount Miriam Cancer Hospital.

On 10 October 2015, 'The Pink Show 2015' cocktail party has drawn approximately over 200 people to support the cause. 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 were all 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 were also able to support the cause by donating RM30 and above in return for a limited edition PINKTOBER 'Stolen from Hard Rock' pillow. This item was available for purchase directly at the hotel's front desk.

Hotel guests were also seen supporting 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 went directly to the cause.

*** END ***

For media inquiries, please contact:

Angeline Chen (Ms) | Assistant Marketing Communications Manager | Hard Rock Hotel Penang

E-mail: angeline.chen@hardrockhotels.net | Tel: +60 4 8868010 | Fax: +60 4 886 8060

Hard Rock International

With a total of 204 venues in 64 countries, including 157 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 Gran Canaria, Spain. 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.