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For Immediate Release

ANOTHER HARD ROCKING WEEKEND

A Weekend of Electrifying Events at Hard Rock Hotel Penang

Hard Rock Hotel Penang continues to excite in-house guests, tourists and local Penangites with events and non-stop entertainment last Saturday, 24 July 2010. Two big events which are scheduled to be held here include the 4th **Penang International Skimboarding Competition at the hotel's beach front and a showcase by renowned local band, Pop Shuvit at Hard Rock Café Penang.**

Organized by the Penang Skimboarding Association with the collaboration of the State Government and Penang Sports Council, Hard Rock Hotel Penang is the official venue partner for this all-day competition, from 9am till 6pm. In addition to the competition, spectators learned a more about this sport by participating in the skimboarding, paddleboard and windsurfing workshops.

“Hard Rock Hotel Penang is indeed thrilled to be part of this exhilarating sport. This sport has been gaining popularity in Malaysia and this year we see the participation of skimboarders from more than 6 different countries. **It's definitely an exciting beach sport and for Hard Rock, a young brand which promotes lifestyle and entertainment, it definitely suits our brand,”** said John Primmer, General Manager of Hard Rock Hotel Penang.

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At the Hard Rock Cafe, local independent Rap-Rock band, Pop Shuvit performed a live showcase for a group of music lovers. Known for their adrenaline-packed live shows and eclectic blend of hip hop and rock, Pop Shuvit are being **touted as Asia's leading Hip Hop and rock band with a notable fanbase in Malaysia, Japan, Thailand and Singapore.**

"Since we opened, Hard Rock Hotel has been the top venue for live showcases. Some of Malaysia's top performers have performed live at Hard Rock Cafe including Faizal Tahir, Hujan, Zainal Abidin and more. We are proud to be part of the growth of the music scene in Malaysia," said Primmer.

During this live showcase, Pop Shuvit also donated a signed guitar to Hard Rock Hotel Penang which adds to Hard Rock International's collection of over 72,000 pieces of original memorabilia from rock stars around the world. Hard Rock Hotel Penang currently has 505 pieces of memorabilia adorning the hotel and cafe from well-known artists such as Guns N Roses, Madonna, Elvis Presley and local musicians like Zainal Abidin and Ella.

"That's what Hard Rock is all about. As the leading entertainment hotel in Penang, we want to continue to bring more events and bands in the future. To know more about our on-going and upcoming events, do visit our Facebook page and official website. Our Facebook page has been one of our most powerful marketing tools to promote our events which currently has over 38,000 fans," he adds.

Upcoming events at Hard Rock Hotel Penang include the National Air Guitar Finals on 8 August 2010, Summerbreak (a pool party featuring Miss Hard Rock Penang) on 21 August 2010, Pinktober (a month dedicated to the cause of breast cancer) in October 2010 and a Rock to Rock Charity Run in November 2010.

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Pop Shuvit performance at Hard Rock Cafe Penang and donating a signed guitar to John Primmer, General Manager of Hard Rock Hotel Penang



Skimboarding participants in action

*** END ***



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About Hard Rock International

With a total of 168 venues in 52 countries, including 133 cafes and 14 Hotels/Casinos, Hard Rock International is one of the world's most globally recognized brands. 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. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya, Bali, Macau, Penang and Singapore. Additional hotel and casino projects have been announced in Punta Cana, scheduled to open in 2010; Panama, scheduled to open in 2012; and Hungary, Dubai and Abu Dhabi, scheduled to open in 2013. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For further details on Hard Rock Hotels and Casinos, visit www.hardrockhotels.com. For more information on Hard Rock International, visit www.hardrock.com.

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