

FOR IMMEDIATE RELEASE

Contact: Elisa Saw
Marketing Communications Manager
Hard Rock Hotel Penang
Jalan Batu Feringghi
11100, Penang, Malaysia
Tel: +604 8868 010
E-mail: elisa.saw@hardrockhotels.net

Hard Rock Cafes in Singapore and Malaysia Hosted 50 Hours With Harley-Davidson

Beginning on Thursday, July 22, 2010, Hard Rock Cafes in Singapore and Malaysia, including cafe locations in Singapore, Penang and Kuala Lumpur, served as a place to stop and rock for Harley Owners Group (Singapore Chapter) riders participating in the “50 Hours With Harley-Davidson” motorcycle ride. This 14-year tradition welcomed a diverse group of 100 riders, ages 20 to 60 years, for a 870 mile-four-day motorcycle journey.

Riders and guests were able to enjoy signature Hard Rock Cafe menu items including Legendary Burgers, Hard Rock Nachos and Famous Fajitas – sure to satisfy even the hungriest of riders and sustain them on their travels. In honor of the events, Hard Rock offered limited-edition merchandise items, including the 2010 Rock to Rock T-shirt (RM90) and Rock to Rock pin (RM45).

What: Hard Rock Cafes hosted 50 Hours With Harley-Davidson

When: Hard Rock Cafe Singapore
Thursday, July 22, 2010
7:30 p.m. Event begins

Hard Rock Cafe Penang
Friday, July 23, 2010
9 a.m. Event begins

Hard Rock Cafe Kuala Lumpur
Saturday, July 24, 2010
9 a.m. Event begins

Where: Hard Rock Cafe Singapore
50 Cuscaden Road #05-01
HPL House Singapore
+65-6-2355232

Hard Rock Cafe Penang
(c/o Hard Rock Hotel Penang)
Jalan Batu Feringghi
11100, Penang, Malaysia
+60-4-8811-711

More...

Hard Rock Cafe Kuala Lumpur
Ground Floor, Wisma Concorde
Jalan Sultan Ismail
50250 Kuala Lumpur, Malaysia
+60-3-27155-555



Harley Owners Group in front of Hard Rock Cafe Penang getting ready to continue the ride

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More...

For additional information please visit www.hardrock.com.

About Rock to Rock to Rock 2010

In 2010, an extra ROCK is added to the Rock to Rock Rally. Penang Hard Rock is the new kid, joining Hard Rock Singapore and Hard Rock KL in this annual ride. Since its inception 14 years ago, Rock to Rock to Rock is experiencing steady growth. An idea conceived by Harley-Davidson of Singapore to bolster the natural relationship between Hard Rock and Harley Riders from Malaysia and Singapore, Rock to Rock now boasts a regional reputation. This is a ride that attracts riders from all over the region. Rock to Rock indeed surpassed its original intention of just HOG Owners heading to KL to party, to now an established and sought after ride.

The Rock and Ride continues...

For more information on Harley-Davidson of Singapore, visit www.harleysingapore.com.

For more information on Harley Owners Group (Singapore Chapter), visit www.hogsingapore.com.

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.