

26 June 2010

For Immediate Release

ROCKING OUT WITH SUMMERFEST 2010

A Weekend of Music at Hard Rock Hotel Penang

It's indeed the hottest music party in town with non-stop music all through the weekend. With its aim to showcase the best of local talent, Summerfest 2010 organized by Hard Rock Hotel Penang from 25 till 27 June 2010 saw over 10 various local bands rocking out from dawn till dusk.

“We are very excited about Summerfest 2010 happening at Hard Rock Hotel Penang. It is indeed a platform for local acts to provide great music and entertainment to our guests and **all music lovers out there**” said **John Primmer**, General Manager of Hard Rock Hotel Penang. **“At Hard Rock, it's all about great music and non-stop entertainment. Get ready to be entertained by the some of the best local acts – Ray Cheong, Tokyo Blue, Hydra and of course the legendary Zainal Abidin all through the weekend.”**

In addition to live music, guests were seen having fun with games conducted by the Beach Club team and deejays from Red FM. Some even walked away with CDs courtesy of Universal Music as well as vouchers from Hard Rock Hotel.

BANDS LINE-UP:

DATE	SINGER/BANDS	VENUE
25 June 2010	Ray & The JazzHats High Society High Rollers	Lobby Lounge Hard Rock Cafe Hard Rock Cafe
26 June 2010	De Leon Jazz Experience High Society Ocean of Fire Ray Cheong Hydra Ray & The JazzHats Zainal Abidin High Rollers	Lobby Lounge Lobby Lounge Lobby Lounge Hard Rock Cafe Lobby Lounge Hard Rock Cafe Hard Rock Cafe Hard Rock Cafe
27 June 2010	Ray Cheong NJE Oceans of Fire Bongga Bongga Ray & The JazzHats High Rollers	Lobby Lounge Lobby Lounge Ocean of Fire Lobby Lounge Hard Rock Cafe Hard Rock Cafe

GIVING BACK ROCKS!

Summerfest 2010 is not just all about the music but also a call out to the local community to do their part for charity.

Along the theme of 'Giving Back Rocks!' supported by Hard Rock's global philanthropic motto 'Take Time to Be Kind',

Hard Rock Hotel Penang dedicated the whole month of June to raise funds for National Cancer Society of Malaysia (Penang Branch).

How are the funds raised?

- RM1 from every glass of non-alcoholic beverage sold at the hotel
- RM5 from the each sale of Summerfest 2010 daily pass

"We aim to make Summerfest a yearly event, each year bigger and better. Our thanks go to all the talented singers and bands as well as our official partners, RedFM and Universal Music for giving our guests such an entertaining weekend," **adds Primmer.**

*** END ***

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About Hard Rock International

With a total of 163 venues in 52 countries, including 131 cafes and 13 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, Tulsa 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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Headquartered in Singapore, HPL Hotels & Resorts is a hospitality management company, operated and wholly-owned by a Singapore main-board listed, Hotel Properties Limited (HPL). HPL Hotels & Resorts currently manages the activities of 11 hotels and resorts in Asia Pacific and the Indian Ocean. These include Concorde Hotel Singapore, Concorde Hotel Kuala Lumpur, Concorde Hotel Shah Alam, Concorde Inn Kuala Lumpur International Airport, Hard Rock Hotel Bali, Hard Rock Hotel Pattaya, Hard Rock Hotel Penang, Casa del Mar, Langkawi, The Lakehouse, Cameron Highlands, Rihiveli Beach Resort, Maldives and Kandooma-Maldives.

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