

5 June 2009

For Immediate Release

HARD ROCK STARS IN THE MAKING AT ROCK 101

The School of Hard Rocks has finally arrived at Malaysia! Hard Rock International officially kicked off the 68th ROCK 101 on 31 May 2009. The event saw a gathering of over 80 rocking managers from Hard Rock Hotels, Hard Rock Cafes and Hard Rock Hotels & Casinos around the world for a weeklong training programme that is designed for managers to develop their management skills, the Hard Rock way.

Headed by Jim Knight, Senior Director of Training of Hard Rock International who brought more than 18 years of experience training Hard Rockers around the world, participants were introduced to the essence of Hard Rock which include:

- Identity is Instrumental
- Kick-Ass Service
- Service Recovery
- Music Appreciation
- Merchandise that Rocks
- Brand Marketing
- Hiring Rock Stars
- Memorabilia

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Since 1971, and now more than 30 years later, Hard Rock has become a distinctive lifestyle brand. At Hard Rock, identity is the key fundamental. It is essential that every Hard Rocker understands the Hard Rock culture while embracing integration, democracy and togetherness. ROCK 101 aims to cultivate future rock stars that are unordinary. These lessons are vital components to ensure that every guest experiences the red carpet sensation when visiting any of the Hard Rock properties. By adapting this global rocking culture, it is going to be more than just a vacation at Hard Rock Hotel Penang. This will be the ultimate Rock Retreat!

Also present are Hamish Dodds, President & Chief Executive Officer of Hard Rock International; Sean Dee, Vice President & Chief Marketing Officer of Hard Rock International and Andrea Melotti, Senior Director of Hotel Operations of Hard Rock International.

“We are thrilled that ROCK 101 is being held here in Malaysia. Not only did it give us the opportunity to learn about more about the brand – Hard Rock, it was a gathering of Hard Rockers from around the world. This is an electrifying experience! This training will surely motivate members at Hard Rock Hotel Penang to deliver a first class rock star vacation for every guest when we rock Penang this September” said Mr John Primmer, General Manager of Hard Rock Hotel Penang.

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Hard Rock Hotel Penang is taking reservation from 19 September 2009. For more information, please visit

www.hardrockhotels.net/penang

*** END ***

For media inquiries, please contact:

Elisa Saw (Ms) | Marketing Communications Manager | Hard Rock Hotel Penang

E-mail: elisa.saw@hardrockhotels.net | Tel: +60 4 881 1711 / +60 12 468 4919 | Fax: +60 4 881 2155

ABOUT HPL HOTELS & RESORTS

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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