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For Immediate Release

TOM BLACHERE APPOINTED AS DIRECTOR OF OPERATIONS FOR HARD ROCK HOTEL PENANG

Hailing from France, Tom Blachere, has been appointed as the Director of Operations for Hard Rock Hotel Penang, the first Hard Rock Hotel in Malaysia. In this capacity, Tom will spearhead all operational aspects gearing towards the opening of this much awaited property which infuses the elements of Rock 'n' Roll music and entertainment.

An avid scuba diver and a PADI-certified instructor, Tom spent more than 10 years in Maldives running a scuba cruising line, living his childhood dream before finding his forte in the hospitality industry. Prior to joining Hard Rock Hotels Penang, Tom was the General Manager for Rihiveli Beach Resort in Maldives, another brand by HPL Hotels & Resorts. A people oriented person, Tom is known for his "hands on" approach and an eye for detail.

"Tom is the ideal personality for this role. He has a strong passion and the energy that he brings to the team is simply infectious! This is the Hard Rock spirit. We aim to cultivate rock stars that have the courage to live their dreams, be unordinary and give our guests an unforgettable experience," said John Primmer, General Manager of Hard Rock Hotel Penang.

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Hard Rock Hotel Penang will be opening its doors on 19 September 2009. Located at the famous Batu Ferringhi in Penang, Hard Rock Hotel Penang boasts 249 chic rooms and suites with unprecedented views of the hill and sea. All rooms are fully equipped with DVD/CD players, a 32 inch LCD TV, iPod Docking station, Wi-Fi connectivity, IDD telephones, in-rooms safes, mini bar, hairdryer, coffee/tea making facilities and iron/ironing boards.

For an exceptional dining experience, the hotel features five Food & Beverage outlets, including the famous Hard Rock Cafe serving authentic American food, Starz Diner, an all-day dining restaurant featuring Asian and International Cuisine and the Pizzeria by the poolside. To enjoy a chill out session, relax at The Shack pool bar or at the Lobby Lounge. A wide selection of facilities are also available at the hotel including the Rock Spa, Lil' Rock Kids Club, Teens Club, a fully equipped gym, Hard Rock merchandise stores and a 26,000 sq ft free-form swimming pool – the largest swimming pool in Penang.

Rock with us! For reservations, book online on www.hardrockhotels.net/penang or call our super friendly reservations team on our Toll Free Number 1800-88-ROCK (7625).

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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.

For more information, please visit www.hplhotels.com.

