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For Immediate Release

HARD ROCK HOTEL PENANG ROCKED AT ITS DEBUT IN THE HOSPITALITY ASIA PLATINUM AWARDS 2010-2012, MALAYSIA SERIES

Hard Rockers Honoured in 2 Categories and Emerged as Finalists in 7 Categories

Hard Rock Hotel Penang, the first Hard Rock Hotel in Malaysia bagged a total of 9 awards at the recent Hospitality Asia Platinum Awards (HAPA) 2010-2012, Malaysia Series held in Kuala Lumpur on 22 November 2010. The Hospitality Asia Platinum Awards (HAPA) 2010 recognizes and rewards members of the hospitality industry at all levels. This new musically themed entertainment beach resort emerged as the award winners in 2 categories and finalist in 7 other categories.

WINNER

Winner HAPA Best Restaurant and Bar – *Hard Rock Cafe Penang*

Winner HAPA Best PR/Marcom Personality – *Ms Elisa Saw, Marketing Communications Manager*

FINALIST

Top 10 HAPA Best 4-Star Hotel/Resort– *Hard Rock Hotel Penang*

Top 10 HAPA General Manager of the Year – *Mr John Primmer, General Manager*

Top 10 HAPA Best All-Day Dining Restaurant – *Starz Diner*

Top 10 HAPA Nightspot of the Year– *Hard Rock Cafe Penang*

Top 3 HAPA Best Purchasing Department

Top 10 HAPA Best Front Office

Top 10 HAPA Best Concierge



“Receiving these awards at HAPA is definitely awesome recognition for the hotel as well as all our staff from the front and back of the house. At Hard Rock Hotel Penang, we have always believe in the authenticity and individuality of our staff members to create a Rock ‘N’ Roll experience for our guests. Since our opening last year, the hotel has become the place for all – families, young couples, and the young at heart,” says John Primmer, General Manager reflecting on this achievement.

Located at the famous Batu Ferringhi in Penang, Hard Rock Hotel Penang boasts 250 chic rooms and suites with unprecedented views of the hill and sea. The hotel features a modern structural design with a rockin’ edge and memorabilia from rock stars around the world. All rooms are fully equipped with DVD/CD players, 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.

For more information, please visit penang.hardrockhotels.net, call +604 8811 711 or e-mail

info.penang@hardrockhotels.net





Hard Rock Hotel Penang team with winning trophies at Hospitality Asia Platinum Award (HAPA) 2010-2012, Malaysia Series held at Kuala Lumpur



Hard Rock Hotel Penang was honoured in a total of 9 categories at the Hospitality Asia Platinum Award (HAPA) 2010-2012, Malaysia Series

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ABOUT HARD ROCK INTERNATIONAL

With a total of 168 venues in 51 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

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, Casa Del Rio, Malacca, The Lakehouse, Cameron Highlands and Rihiveli Beach Resort, Maldives. For more information, please visit www.hplhotels.com.

