

## HARD ROCK HOTEL PENANG INVITES GUESTS TO TURN IT UP WITH THE 'AMPLIFIED' PACKAGE

Georgetown, Penang, 4 April 2016 – Hard Rock Hotel Penang invites guests to turn it up with the 'Amplified' package, available from now until 15 December 2016.

The 'Amplified package provides hotel guests with a memorable brand centric experience through direct engagement with exclusive offerings. Recognized as the owners of the world's largest music memorabilia collection with more than 80,000 legendary items, Hard Rock Hotel Penang offer guests who book the 'Amplified' package a behind the scenes look at the collection through a personalized, VIP memorabilia tour during their stay.

As part of the brand's signature The Sound of Your Stay® music amenity program, guests will also receive a pre-reserved Fender guitar, complete with floor amp and headphones for in-room jam sessions. In addition, guests will have the opportunity to take their memories home with a collectable pin and limited edition hat featuring the "I Got Plugged In @ Hard Rock Hotels" tagline.

Guests will also receive 10% discount on total Food & Beverage at Hard Rock Café Penang, 10% discount on selected merchandise at the Rock Shop, 15% discount on all spa treatments from the Rhythm & Motion playlist at the Rock Spa and other rockin' inclusions.

Guests are encouraged to share their amplified experience on Facebook, Twitter and Instagram by tagging @hardrockhotelpenang and incorporating the #SoundOfMyStay hashtag.

With rates starting from RM400++ for a Seaview Deluxe room, please visit [www.hardrockhotels.com/amplified](http://www.hardrockhotels.com/amplified) for more details or booking.

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**About Hard Rock International**

With venues in 68 countries, including 163 cafes, 23 hotels and 11 casinos, Hard Rock International (HRI) is one of the most globally recognized companies. 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. HRI owns the global trademark for all Hard Rock brands. The company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the company's two most successful Hotel and Casino properties in Tampa and Hollywood, FL., both owned and operated by HRI parent company The Seminole Tribe of Florida, as well as other exciting locations including Bali, Chicago, Cancun, Ibiza, Las Vegas, Macau and San Diego. Upcoming new Hard Rock Cafe locations include San Juan, Reykjavik and Gran Canaria, Spain. New Hard Rock Hotel projects include Atlanta, Berlin, Daytona Beach, Dubai, Los Cabos, Tenerife, Abu Dhabi, and Shenzhen and Haikou in China. For more information on Hard Rock International, visit [www.hardrock.com](http://www.hardrock.com).