

HARD ROCK HOTEL PENANG NAMED WINNER IN 2016 TRIPADVISOR TRAVELLERS' CHOICE AWARDS FOR HOTELS

Ranked fourth in Top Hotels for Families - Malaysia

Georgetown, Penang, 17 March 2016 – Hard Rock Hotel Penang today announced it has been recognized as one of the Top 10 Winners in the 2016 TripAdvisor's Choice™ Awards for Hotels. The hotel has been ranked fourth out of ten in the Top Hotels for Families – Malaysia category this year.

For the 14th year, TripAdvisor has highlighted the world's top properties based on the millions of reviews and opinions collected in a single year from travellers around the globe. Winners were identified in the categories of Top Hotels, Bargains, B&Bs and Inns, Luxury, Service and Small Hotels. The hallmarks of Travellers' Choice winners are remarkable service, quality and value.

To date, Hard Rock Hotel Penang has bagged TripAdvisor Travellers' Choice Awards, Top 10 Trendiest Hotel in Asia (2011), #1 Trendiest Hotel in Malaysia (2012), #11 Trendiest Hotel in Asia (2012), #18 Relaxation/Spa Hotel in Malaysia (2012) and Top 10 Hotels for Families – Malaysia (2014 & 2015).

Ranked 6th out of 10 last year, Hard Rock Hotel Penang is pleased to have improved year on year in this category. Mr. John Primmer, General Manager of the hotel said that all *band members** are trained to offer “kick-ass service” and enhance guest experiences throughout their stay. Each month, the hotel rewards one *band member** for the most recognition collected from various online review sites. This incentive program for hotel staff gives them the encouragement and motivation to deliver top-notch service and generate positive reviews online.

For all of the 2016 Travellers' Choice winners, go to www.tripadvisor.com.my/TravellersChoice-Hotels.

Hard Rock Jargons:

**Band members (Hotel Staff)*

**On stage (On Duty)*

*** END ***

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About Hard Rock International

With venues in 68 countries, including 162 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.