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For Immediate Release

HARD ROCK HOTEL PENANG REVEALS NEW ROCK INSPIRED ROOMS

Hotel welcomes guests to a brand-new experience.

Georgetown, Penang, 13 December 2016 – Hard Rock Hotel Penang announces today the completion of a full property refurbishment and is pleased to offer guests newly modernized amenities, including room upgrade. The refurbishment of the 6-story building consisting of 250-rooms took 181 days to complete.

Rooms were refurbished floor by floor starting from the highest floor in April 2016 to the ground floor in October 2016. New carpets were installed in both rooms and corridors while all guest rooms were refurbished with new interiors and features. Each room suffuses cool grey and purple shades to create a visually stimulating atmosphere and purple illuminated walls to add a sense of fun and cosiness to the room. All rooms are equipped with new contemporary workspaces, BOSE Sound Systems and 50-inch LED flat screen TVs with free HD on demand blockbuster movies.

Additionally, the hotel has also recently refreshed a number of memorabilia displays with new items. Some of the new stars on board are Steve Aoki's Stage Worn Outfit, LADY GAGA's White Pants, Taylor Swift's Beige Tank Dress, Christina Aguilera's Black Ribbed Dress, Alicia Key's Gold Beaded Fringe Dress and Rihanna's Dark Purple Dress and Custom Guitar.



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The Pizzeria restaurant has also been remodeled with new tiled floor, LCD flat screen TVs and a revamped Italian inspired menu. In 2015, the hotel had a small makeover at the lobby alongside two rebranded venues; the Roxity Kids Club (formerly known as Lil' Rock Kids Club) and Rock Royalty Level Lounge (formerly known as Kings Club Lounge).

General Manager, John Primmer said that the room refurbishment is the hotel's first extensive work since the opening in late 2009. "We always thrive to improve our facilities and amenities to ensure fan's expectations are met as well as to build a sense of loyalty and regular visits," he adds.

Hard Rock Hotel Penang is Malaysia's first Rock N' Rock Hotel and is situated along Batu Ferringhi Beach in Penang. The 6-storey hotel boasts 250 rooms and suites with tastefully furnished rooms, Sleep Like a Rock® bedding and modern in-room amenities. Available facilities in the hotel include the Rock Spa, Body Rock gym, Roxity Kids Club, TABU Teens Club and the largest free-form swimming pool in Northern Malaysia. Six Food & Beverages venues are available in Hard Rock Hotel Penang including the legendary Hard Rock Café.

Hard Rock Hotel Penang is managed by HPL Hotels & Resorts, a hospitality management company, operated and wholly-owned by a Singapore main-board listed company, Hotel Properties Limited (HPL).

More info about Hard Rock Hotel Penang, please visit <http://penang.hardrockhotels.net/>.

More info about HPL Hotels & Resorts, please visit <http://www.hplhotels.com/>.

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Hard Rock International

With venues in 75 countries, including 175 cafes, 24 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 Valencia, Innsbruck, Andorra la Vella and Chengdu. New Hard Rock Hotel projects include Abu Dhabi, Atlanta, Berlin, Dubai, London, Los Cabos, New York City, and Shenzhen, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.