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For Immediate Release

HARD ROCK HOTEL PENANG UNVEILS HARD ROCK HEALS SUITE

In Support of Hard Rock Heals Foundation

Georgetown, Penang, 19 September 2016 – In honour of the recent launch of the Hard Rock Heals Foundation, a global organization aiming to improve lives through the power of music, Hard Rock Hotel Penang invites guests to experience the Hard Rock Heals Suite.

Upon check-in for stays taking place during the month of September and October 2016, guests of Hard Rock Hotel Penang will have the exclusive opportunity to upgrade their stay to the Hard Rock Heals Suite, pending availability. Supporting the brand's goal of raising USD 10 million for global music charities by 2021, 15 percent of room revenue will be donated to the Hard Rock Heals Foundation.

Carefully designed to deliver an exceptionally serene space for relaxation and recharging, the Hard Rock Heals Suite is outfitted with an iPad featuring guided meditations and Hard Rock's "Sonic Restoration" playlist. Integrated with binaural beats, the "Sonic Restoration" playlist provides guests with a restorative audio experience, transporting them into a therapeutic state of relaxation. The suite also comes equipped with a JBL Authentics L8 speaker and Maduka yoga mat.

"Music and philanthropy are the heart and soul of Hard Rock, and we're thrilled to be a part of the brand's dedicated effort to make the world a better place through music," says Mr. John Primmer, General Manager at Hard Rock Hotel Penang.



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Since 1971, Hard Rock International has been committed to two consistent brand pillars, music and philanthropy. The Hard Rock Heals Foundation provides grants and assistance to music-centric health and wellness programs worldwide, including the foundation's inaugural partners MyMusicRx, Musicians on Call, Stax Academy, Street Symphony, Bombay Teen Challenge and Nordoff Robbins. All funds raised through Hard Rock's various philanthropic efforts at Hard Rock Hotel Penang will be used to support global and local efforts that tie closely to Hard Rock's greatest brand differentiator – music.

More information on Hard Rock International and the Hard Rock Heals Foundation can be found on the website at www.hardrockheals.com.

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Hard Rock International

With venues in 71 countries, including 168 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 Reykjavik, Shanghai, Yangon and San Juan. New Hard Rock Hotel projects include Abu Dhabi, Atlanta, Berlin, Dubai, Itapema, London, Los Cabos, New York City, Tenerife, and Shenzhen, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.