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For Immediate Release

HARD ROCK HOTEL PENANG EARNS 2017 TRIPADVISOR CERTIFICATE OF EXCELLENCE

Hard Rock Hotel Penang selected for its strong reviews
and ratings on TripAdvisor

Georgetown, Penang, 30 June 2017 – Hard Rock Hotel Penang today announced that it has received another TripAdvisor® Certificate of Excellence. Now in its seventh year, the achievement celebrates hospitality businesses that have earned great traveler reviews on TripAdvisor over the past year. Certificate of Excellence recipients include accommodations, restaurants and attractions located all over the world that have continually delivered a quality customer experience.

“We are really excited to have earned the TripAdvisor Certificate of Excellence for the sixth time consecutively and the ability to sustain the #2 ranking on TripAdvisor since August 2014,” says Mr. John Primmer, General Manager of the hotel.

TripAdvisor unveiled the recipients of the 2017 Certificate of Excellence, which celebrates hospitality businesses that have consistently received strong praise and ratings from travelers. This recognition allows TripAdvisor to publicly honor businesses that are actively engaging with customers and using feedback to help travelers identify and confidently book the right property at the right price.



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The Certificate of Excellence accounts for the quality, quantity and recency of reviews submitted by travelers on TripAdvisor over a 12-month period. To qualify, a business must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months.

Apart from the quality of service, Hard Rock Hotel Penang constantly strives to offer guests the best facilities and amenities in the hotel. The 8-year old hotel completed its first extensive room refurbishments in October last year with interiors, sound systems, TVs and other amenities upgraded including refreshed music memorabilia. The upgraded facilities along with other new activities offer guests a newer experience staying at the property. The most recent change at the property is the newly launched Lil' Rockers Club, a play area that accommodates infants below the age of 3 years old. Kids of all ages will now have their very own club and play time.

For more information about Hard Rock Hotel Penang, please visit

<http://penang.hardrockhotels.net/>.

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Hard Rock International

With venues in 75 countries, including 176 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 Cairo, Innsbruck, Andorra la Vella and Chengdu. New Hard Rock hotel, casino or hotel-casino projects include Abu Dhabi, Atlanta, Atlantic City, Berlin, Dubai, London, Los Cabos, New York City, Ottawa, and Shenzhen, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.