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**Hard Rock Hotel &
the charts again with**

**BILOXI
Year**

**Casino Biloxi tops
Hotel & Casino of the**

Biloxi, MS, January 24, 2014 -Hard Rock team members from around the world gathered for the 2013 Leadership Conference in Orlando Florida. Leadership is utilized to cultivate brand awareness and announce winners of the 2013 Awards in recognition of their outstanding accomplishments, dedication to their employees and more. For the 4th time Hard Rock Hotel and Casino Biloxi received the "Hotel & Casino of the Year" award. On hand to receive the award were Hotel Director Kevin Kostmayer and Director of Human Resources Maria Johnson. "This award is an attestation to the wonderful Rocker's that dedicate themselves to this property to make it the best," said Duncan McKenzie, President and General Manager of Hard Rock Hotel & Casino Biloxi. "We are proud to deliver the top product and service in the Hard Rock chain."

The Hotel and Casino Award were chosen based on financial performance, unique sales accomplishments, community contributions, creativity, strategic marketing, philanthropy, brand loyalty and leadership. For Hard Rock Hotel and Casino Biloxi, this comes as an extreme honor and recognition of achievement because it is the 4th time to receive this prestigious award. Hard Rock Biloxi will continue to show dedication to the brand and dedication to outstanding customer service.

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Hard Rock Hotel & Casino Biloxi

Hard Rock Hotel & Casino Biloxi is owned and operated by Premier Entertainment Biloxi LLC. The property features a Hard Rock Casino with 1,300 slot machines, 50 table games and a poker room. The Rock Spa offers services such as facials, massages, body wraps and a full service salon. There are 2 hotel towers; the Royal Tower has 325 rooms & suites and the new Platinum Tower has 154 rooms & suites. Additional conveniences include fitness center, unique beach pool with underwater music features, five restaurants including Vibe Surf, Turf & Roll, Satisfaction Buffet, 24/7 Grille, Ruth's Chris Steak House, and the Hard Rock Café. Hard Rock Live® accommodating over 2,000 guests has already featured outstanding performers, concerts and events including our own 3 Doors Down, Jewel, Stevie Nicks, Foreigner, The Doobie Brothers, Styx, Heart and many more.

Retail shops include the Rock Shop, Taunt, Ben & Jerry's, and Starbucks. The Hard Rock Hotel and Casino is located at 777 Beach Boulevard – Home of the Largest Jackpot in Mississippi Gaming History! For more information, visit www.hardrockbiloxi.com

About Hard Rock International

With a total of 174 venues in 55 countries, including 136 cafes, 19 hotels and 7 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, Biloxi, Chicago, Cancun, Las Vegas, Palm Springs, San Diego and Singapore. Upcoming new Hard Rock Cafe locations include Chennai, Istanbul and Tenerife. New Hard Rock Hotel projects include Daytona Beach, Aruba, Abu Dhabi and Shenzhen and Haikou in China. New Hard Rock Casino projects in development include Hungary and Northfield, OH. For more information on Hard Rock International, visit www.hardrock.com.