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Hard Rock Hotel & Platinum

BILOXI

Casino Biloxi goes

Biloxi, MS, January 21, 2014 - Hard Rock Hotel & Casino Biloxi has gone Platinum with the new addition of the 154 room tower. The Platinum Tower is a 12-story hotel that provides amazing views from all directions from guest rooms on both sides of the tower. The curved design along Beach Blvd significantly expands Hard Rock's presence along the highway and draws the eye directly into the Hard Rock Guitar sign as travelers drive from west to east. The building will be lit up nightly with blasts of color changing lights. Features of the tower include a ground level entry to allow customers walking over from Beau Rivage or parking in the windjammer parking lot to enter the property sooner than having to walk all the way to the main entrance under the Porte cachere. The sidewalk in front of the tower is being pulled back off of the highway and will provide a meandering walkway through lush tropical landscaping.

The Platinum Tower consists of 154 total rooms, of which 140 are standard rooms and 14 are suites. 7 Suites are tagged the "Cabana Suites" and will be on the first level with balconies overlooking the pool. 7 Additional suites are on the top floor complete with balconies and are known as the "Sky Suites." All 14 suites will face south to provide vast views of the water. Each suite has an abundant use of millwork on walls and ceilings and marble and stone in the large bathrooms. Cabana suites have a large bathroom with large oversize tubs imported from Australia that fill from a faucet hanging from the ceiling. The standard rooms have a unique layout and design unlike traditional hotel room. The bedroom and bathroom are both on windows providing wall to wall panoramic views. Each room includes plush wall to wall headboards, with custom furnishings, accent lighting and mural and artwork above beds.

The connector to the tower and the ground level entry/exit provide uninterrupted views of the pool area. It will also feature a 25 foot x 8 foot sliding glass window into the Café. Three memo cases of memorabilia are located in the connector and will feature Johnny Cash, Elvis, and Sammy Davis Jr. memorabilia while Shakira memorabilia will be prominently displayed in first floor elevator lobby. In addition, each guestroom floor will feature memorabilia from a Platinum artist.

Reservations for the Platinum tower are available beginning February 9 and will be based on availability. The Platinum Tower is in addition to the original tower. The original tower, now known as the Royal Tower, includes 325 rooms totaling 479 hotel rooms & suites available at Hard Rock Hotel & Casino Biloxi.

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.