

Ali Odom  
Advertising & PR Manager  
Hard Rock Hotel & Casino Biloxi  
777 Beach Blvd.  
Biloxi, MS 39530  
228-276-7303



## Hard Rock Hotel & Casino Biloxi to Add Half Shell Oyster House

**BILOXI, MISSISSIPPI (Thursday, December 11, 2014)** – Hard Rock Hotel & Casino is topping the charts again by adding a hit restaurant, Half Shell Oyster House, renown throughout the Southeast. Half Shell Oyster House is one of the Gulf Coast’s premier seafood restaurants and will bring in local flavor to Hard Rock Hotel & Casino Biloxi – slated to open in February 2015.

“While visiting the market, we dined at many different establishments. When we dined at the Half Shell, we experienced one of the most outstanding seafood restaurants in the area and wanted to bring that concept to Hard Rock Hotel & Casino Biloxi,” said Phil Juliano, Chief Marketing Officer of Twin River Management Group, owners of Hard Rock Hotel & Casino Biloxi. “The Half Shell fits our model of partnering with well-established, high quality restaurant brands and perfectly complements our other dining outlets. We know it will be a great addition to our property,” said Todd Raziano, General Manager of Hard Rock Hotel & Casino Biloxi.

Half Shell Oyster House joins Hard Rock Hotel & Casino’s star-studded restaurant line-up, which includes Hard Rock Cafe, Ruth’s Chris Steak house, Satisfaction Buffet, 24/7 Grille, Ben & Jerry’s and Starbucks.

The Half Shell at the Hard Rock Hotel & Casino will be the restaurant brand’s second location in Biloxi, making a total of six locations, spanning the Gulf Coast into Florida. While Half Shell Oyster House is known for their char-broiled oysters, the menu also includes monthly specials, soups, a myriad of seafood offerings, steak, chicken, salads, pasta and more.

“We are delighted to be opening a Half Shell Oyster House at Hard Rock Hotel & Casino Biloxi,” said Kevin Fish, Half Shell owner. “We see this as a great opportunity for us to provide more options for our guests. Our location at the Hard Rock will feature a beautiful French Quarter and Jazz-themed dining area, a private dining area for parties, and the opportunity to host large events that we’ve not been able to in the past.”

Hard Rock’s Half Shell location is slated to open February 1, 2015. Hours of operation will be announced at a later date. For more information, please visit [www.hardrockbiloxi.com](http://www.hardrockbiloxi.com) or visit our Facebook page at [www.facebook.com/HardRockBiloxi](http://www.facebook.com/HardRockBiloxi)

### **About Hard Rock Hotel & Casino Biloxi**

Hard Rock Hotel & Casino Biloxi is owned and operated by Premier Entertainment Biloxi LLC, a subsidiary of TRMG, which is wholly owned by Twin River Worldwide Holdings. The property features a Hard Rock Casino with over 1,200 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 also 479 hotel rooms and suites. Additional conveniences include fitness center, unique beach pool features, five restaurants including Half Shell Oyster House, 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 Ringo Starr, Adam Lambert, Sheryl Crow, Trace Adkins, Stevie Nicks, Foreigner, The Doobie Brothers, Styx, Heart and many more. Retail shops include the Rock Shop, 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](http://www.hardrockbiloxi.com)

### **About Hard Rock International**

With a total of 194 venues in 60 countries, including 148 cafes, 21 hotels and 10 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, Ibiza, Las Vegas, Palm Springs and San Diego. Upcoming new Hard Rock Cafe locations include San Juan, Asuncion and Auckland. New Hard Rock Hotel projects include Daytona Beach, Dubai, Los Cabos, Dallas-Fort Worth, Abu Dhabi, and Shenzhen and Haikou in China. For more information on Hard Rock International, visit [www.hardrock.com](http://www.hardrock.com).

**About Half Shell Oyster House**

The Half Shell Oyster House has five locations. The first one opened in the summer of 2009 in Downtown Gulfport, MS and the second in Downtown Biloxi, MS. The food is legendary and the atmosphere will make you feel like you've stepped back in time. Located in the historic Kremer building in downtown Gulfport, the "Half Shell" or "Oyster House," as locals have abbreviated it, serves the Southern delicacy freshly shucked oysters, as well as a myriad of seafood offerings, steak, chicken, salads, pasta and more! They expanded to Florida in 2012 with the opening of their Sarasota, FL restaurant. Other locations include have since opened in Hattiesburg, MS and Mobile, AL. The newest location will be located in the Hard Rock Hotel & Casino Biloxi.