

PRESS RELEASE

For immediate release

UNITE FOR JAPAN

ALL IS



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UNITE FOR JAPAN

HARD ROCK HOTEL PATTAYA

ALL IS ONE and Take Time to be Kind are Hard Rock mottos. These take on particular meanings in times of need, and the recent tsunami and earthquake in Japan serve to remind us that it is time indeed for action. The United Nations confirmed that 30+ International relief teams and efforts are already on the ground in Japan to provide assistance if needed, as well as other countries or regions that may be affected.

Hard Rockers around the Globe responded immediately with words of support and concern for our Hard Rock Family, as well as for the people of Japan, a true testament to our team's commitment to **LOVE ALL – SERVE ALL**. Now is the time to turn the level of support up a notch. Starting immediately Hard Rock International will launch several initiatives in conjunction with the Red Cross, designed to support assistance efforts across Japan. The American Red Cross in conjunction with the Japanese Red Cross Society has extraordinary disaster response capabilities. They have already mobilized eleven teams to heavily-damaged communities to provide assessments and first aid and prepare to supply emotional support and relief.

Our overall Hard Rock program to support the relief efforts in Japan includes three main action points:

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CRANK IT UP!

You can help by round up your bills in all outlets of Hard Rock Hotel Pattaya and Hard Rock Cafe Pattaya as well as top up on donation box starting from 18th March till 18th April 2011. Just tell our team to CRANK IT UP! This applies to all restaurants, bars, merchandize shop, spa and even when you are checking out.

ALL IS ONE - JAPAN RELIEF CONCERT

Hard Rock Hotel Pattaya will host a **Japan Relief Concert** on Friday, 1st April 2011. The winning bands from Battle of the Bands 2011 competition would take centre-stage from 8.30pm till late. The entrance fee collected for this day would be directly channel to American Red Cross. A mini-auction would be held as well to collect donation including stays in sister properties, meals, spa treatments and Rock Shop merchandize. We'll have our winning bands namely Lumination, SVEN, 49 Sundae and Circle Green playing their original songs and covers, finished off with our house-band Cross-Colours.

Last but not least, profits from our **'RAIN' FOR JAPAN** Rockstar Suite Package (Priced at THB 60,000 net per night), available from 18th March till 18th April 2011) will go to Red Cross.

The Korean superstar, Rain, checked in and rocked-out at Hard Rock Hotel Pattaya during the recent 10th Pattaya International Music Festival on 18th-20th March. Rain's arrival to the Hotel is videotaped and uploaded to Youtube by one of his fans. Check this out at <http://www.youtube.com/watch?v=tOfy3T14OMw>



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'RAIN' for Japan Rockstar Suite package includes a VIP check-in at Kings' Suite with the same amenities accorded to Rain during his stay, complimentary take-away items include a custom-printed bathrobe, towels and bed linen with Rain's initials, a copy of an original framed-photo signed by Rain during his stay, framed original photo-prints of his live performance at the Universal stage next to the Hard Rock, a replica of a VIP-All Access lanyard and Hard Rock cap given to him by Hard Rock Hotel Pattaya, and dinner for 4 persons, serving the same menu enjoyed by the Star. Term and conditions apply.

Kindly 'hit' us at rooms.pattaya@hardrockhotels.net or call +66 38 428 755-9 for more info.

And also, all direct donations could be made via www.hardrock.com/uniteforjapan.

Thank you in advance for giving generously to the cause and for making the world a better place for us all!

ALL IS ONE – UNITE FOR JAPAN

Help the Japan relief and recovery efforts

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