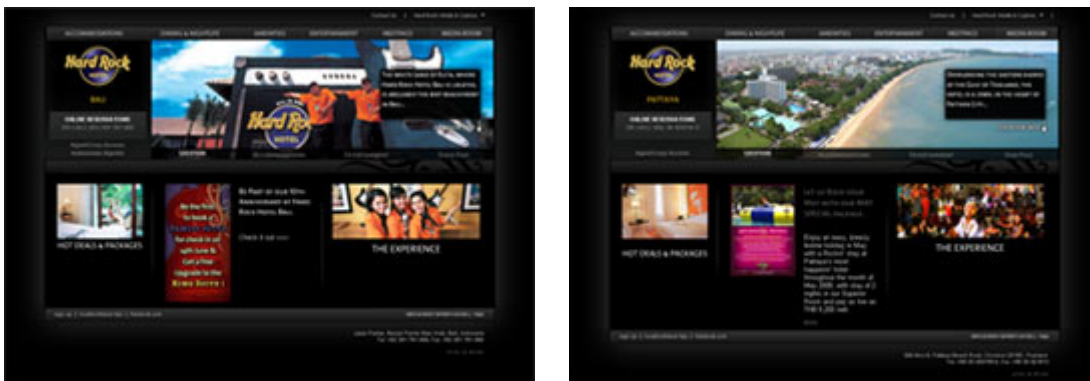




PATTAYA

For Immediate Release

Hard Rock Hotels Bali and Pattaya Websites Record 60% Growth



9th May 2008, Singapore – HPL Hotels & Resorts today announced that the websites of its two Hard Rock Hotels in Bali, Indonesia and Pattaya, Thailand, have collectively reflected more than 60% increase in room nights booked online for the full year 2007, as compared to 2006. First quarter 2008 versus first quarter 2007 has already recorded a growth of 32%.

Total bookings on both websites currently represent about 78% of the two Hard Rock Hotels' overall online bookings, making this channel an important online distribution for the properties. According to Ms Karen Chan, Marketing Communications Manager for HPL Hotels & Resorts which manages Hard Rock Hotels Bali and Pattaya, this impressive figure was achieved as a result of an intense e-commerce strategy that is tied in with aggressive Internet marketing activities.

The two hotels have also just unveiled a new look for their websites. The revamped websites' URL remains unchanged at www.hardrockhotels.net. Developed to create a greater visual impact and feel of what guests can expect of a vacation at the two Hard Rock Hotels in Asia, the new websites reflect the brand identity of Hard Rock and are

now even more user-friendly for online customers to access comprehensive information on the hotels as well as provide easy access to the other Hard Rock Hotels located in different parts of the world.

The stylish design and use of sleek colours serve to bring out the exciting atmosphere that can be expected at a Hard Rock Hotel. The user-friendly website is divided into six main sections that are navigated from the top menu bar, with each accommodating a variety of sub pages and content for easy access. With black being used as a canvas, the colour impact on each page is further enhanced through the use of large, vivid images. Visitors to the revamped websites will find the look professional and yet fun and irreverent, just like the Hard Rock brand.

The two hotels are also in the process of adding content in both Japanese and Chinese languages to allow them to reach out to important source markets and provide their customers with the Hard Rock experience in a language of their choice.

Asia's third Hard Rock Hotel in Malaysia has also adopted the new look. Scheduled to open its doors in 2009, the 252-room Hard Rock Hotel Penang will front the beautiful beaches of Batu Ferringhi, adding a vibrant nightlife and exciting music scene to the popular holiday destination.

About Hard Rock International

With 127 high-energy Hard Rock Cafes and nine Hotels/Casinos in 48 countries, Hard Rock International is one of the world's most globally recognized brands. 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. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya and Bali. Additional hotel and casino projects have been announced in Macau and Penang, both scheduled to open in 2009; Palm Springs, Atlanta and Panama, scheduled to open in 2010; and Dubai, scheduled to open in 2011. Hard Rock Park, located in Myrtle Beach, is the world's first rock 'n' roll theme park. Hard Rock

International, Inc. is owned by Seminole Hard Rock Entertainment, Inc. For more information on Hard Rock, visit www.hardrock.com.

About HPL Hotels & Resorts

Headquartered in Singapore, HPL Hotels & Resorts is a hospitality management company, operated and wholly-owned by Singapore main-board listed Hotel Properties Limited (HPL). HPL Hotels & Resorts currently manages eight properties in the Asia Pacific region and the Indian Ocean. These include [Concorde Hotel Kuala Lumpur](#), [Concorde Hotel Shah Alam](#), [Concorde Inn Kuala Lumpur International Airport](#), [Hard Rock Hotel Bali](#), [Hard Rock Hotel Pattaya](#), [Casa del Mar – Langkawi](#), [The Lakehouse – Cameron Highlands](#) and [Rihiveli Beach Resort – Maldives](#) and [Kandooma – Maldives](#), which is due to open in June 2008. Upcoming property [Hard Rock Hotel Penang](#) is scheduled to be opened in 2009.

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