

PRESS RELEASE

For immediate release

HARD ROCK HOTEL PATTAYA WELCOMES NEWLY DESIGNED HARD ROCK ROXITY KIDS CLUB

<Photo>

PATTAYA, THAILAND, May 27, 2017 – Hard Rock Hotel Pattaya announces the launch of its newly designed Hard Rock Roxity Kids Club. The new Hard Rock Roxity Kids Club offers music-inspired programming within a highly themed room specifically developed for children. The kid's club program is an extension of the Hard Rock Roxstars, a 'band of characters' developed to attract more families to Hard Rock Hotel Pattaya. Our kids club is a place where your little rockstars will enjoy a wide range of music-based activities, games, ball house and workshops that will leave them with memories of the rocking best vacation of their childhoods for kids from 3 to 12 years of age. Specialized monitors organized fun activities every day. The little rockstars will make their own memories and get a break from mum and dad, having fun with the coolest gang in town, the Roxstars.

Kids will receive a special Hard Rock Roxstars activity book and Roxstar stickers and unlimited entertainment at Hard Rock Roxity Kids Club, a family-friendly, music-inspired haven, filled with music-infused learning activities. Allowing kids to continue the fun, take their favorite character home or look the part, Rock Shops at Hard Rock Hotel Pattaya and Hard Rock Café Pattaya will feature the exclusive Hard Rock Roxstars collection of clothes and accessories, including band tees and light up drum sticks.

Show Time

Sunday – Friday: 8 am – 7 pm

Saturday: 8 am – 10 pm

Family Foam Adventure - the ultimate foam party for the little rockstars, enjoy every Saturday from 5 pm – 6 pm. Free entrance for in-house guests!

Kids Pop Rock Show - every Saturday from 7.45pm to 8.30pm

Rates

For in-house guests:

- Full day rate at Baht 600 inclusive of lunch and one time snack as per Kids Menu.
- Half day rate (4 hours) at Baht 450 inclusive of one time snack as per Kids Menu.
- 1 hour service at Baht 100 net.

For outside guests:

- Full day rate at Baht 750 net inclusive of lunch and one time snack as per Kids Menu.
- Half day rate and 1 hour service rate not applicable for outside guest.

Hard Rock Roxity Kids Club, where Every Kid is a Roxtar!

About Hard Rock International

With venues in 75 countries, including 175 cafes, 24 hotels and 11 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

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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, Chicago, Cancun, Ibiza, Las Vegas, Macau and San Diego. Upcoming new Hard Rock Cafe locations include Valencia, Innsbruck, Andorra la Vella and Chengdu. New Hard Rock Hotel projects include Abu Dhabi, Atlanta, Berlin, Dubai, London, Los Cabos, New York City, and Shenzhen, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.

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