

HARD ROCK HOTEL & CASINO

HARD ROCK HOTEL & CASINO RAISES ITS GLASSES WITH *CHEERS LAS VEGAS!* HOLIDAY PARTY DEC. 17

LAS VEGAS (Dec. 4, 2008) – Hard Rock Hotel & Casino makes a toast to Las Vegas and invites everyone to celebrate 2008 at its *Cheers Las Vegas!* Holiday party 7-9 p.m. Wednesday, Dec. 17. The much-anticipated property-wide open bar event is sure to be the largest ever hosted by the Hard Rock.

“Given the state of the economy, many companies have scaled down or canceled altogether, traditional holiday parties,” said Yale Rowe, senior vice president and general manager of operations for the Hard Rock Hotel & Casino. “It has been a very trying year for many, and the Hard Rock wants to give our local community an opportunity to escape the day-to-day grind, if even for only a few hours. We have great faith in the resiliency of Las Vegas and while much attention is focused on current market conditions, we are celebrating everything we have to be thankful for, all we have accomplished in 2008 and the future of the Hard Rock.”

Female staff members of the Hard Rock are showing their holiday spirit by replacing their uniforms with sexy Santa suits. Also, the property is embellished in festive décor from the casino floor to the Rock Spa. *Cheers Las Vegas!* will offer complimentary cocktails and hors d'oeuvres throughout the entire property including Center Bar, Pink Taco, AGO, Wasted Space and the Poker Lounge.

Hard Rock Hotel & Casino is undergoing its \$800 million expansion project, which will include the addition of approximately 860 guest rooms, including an all-suite 15-story south tower, a 17-story north tower, 60,000 square feet of meeting and convention space, and approximately 30,000 square feet of casino space. The project includes the expansion of the Hard Rock's award-winning pool, several new restaurants and bars, a new nightclub, a new and larger Joint live entertainment venue, multiple new retail outlets, as well as a new spa and health club. As part of the project, the Hard Rock's existing suites and common areas will be renovated to revitalize the property. The project began in 2007 and is expected to be fully complete by late 2009.

Upon completion, the Hard Rock will have approximately 1,500 fully modern, state-of-the-art rooms and all of the services and amenities of the larger, sometimes impersonal casino hotels; while preserving an intimate and exclusive environment with unique advantages such as its world-class pool and comfortable boutique feel.

About Hard Rock Hotel & Casino

The Hard Rock Hotel & Casino, newly owned and operated under Morgans Hotel Group Co. (NASDAQ: [MHGC](#)) and equity partner, DLJ Merchant Banking Partners, is a premier destination entertainment resort located on 16.7 acres situated strategically on Harmon Avenue, one of Las Vegas' fastest growing entertainment corridors. Built in 1995 and expanded in 1999, the property is currently undergoing another expansion set for completion in early 2010 more than tripling its current size. Hard Rock Hotel & Casino offers an energetic entertainment and gaming experience with the services and amenities associated with a boutique luxury resort hotel. The property is known for its innovative nightlife and music scene where such acts as the Rolling Stones, Coldplay, Alicia Keys, David Bowie, Snoop Dogg, Nine Inch Nails and The Killers have all performed. Features of the property include an 11-story Hard Rock Hotel tower with 647 guest rooms; a 30,000 square foot casino; The Beach Club with a swimming pool that was selected by the Travel Channel as one of "The Top 10 Pools" in the world; Rehab, the trendsetting Sunday afternoon pool party; Body English nightclub which was selected by Cosmopolitan Magazine as one of the "Top 25 Sexiest Places in the World"; The Joint concert hall; newly opened rock lounge Wasted Space, owned by motocross star Carey Hart; restaurants including the newly opened AGO, world-renowned Nobu, Pink Taco, AJ's Steakhouse; three cocktail lounges; several retail stores; and Rock Spa, an 8,000 square foot spa, salon and fitness center. For room availability and additional information call 800.HRD.ROCK (800.473.7625) or visit www.hardrockhotel.com.

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