

# HARD ROCK HOTEL & CASINO LAS VEGAS



**TULSA**



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## **HARD ROCK HOTEL HOLDINGS, LLC AND HRHH IP, LLC SIGN LICENSE AGREEMENT WITH CHEROKEE NATION ENTERPRISES TO BRAND EXPANDED FACILITY AS HARD ROCK CASINO TULSA**

Las Vegas, NV (November 12, 2008) – Hard Rock Hotel Holdings, LLC and HRHH IP, LLC today entered into a license agreement with Cherokee Nation Enterprises, LLC that, pending review of the National Indian Gaming Commission, will enable Cherokee Nation Enterprises to brand its expanded hotel and casino near Tulsa, Oklahoma under the Hard Rock Casino name.

The Hard Rock Casino Tulsa is the first Hard Rock-branded property in the Midwest. The new property will bring its own version of the Hard Rock experience to Oklahoma with influences from Cherokee heritage, Oklahoma's rich history of musical artists and a blend of the property's current and future amenities and entertainment.

"We are excited about bringing the Hard Rock experience to Tulsa. Hard Rock is a nationally and internationally known brand, and bringing it here allows us to make it uniquely Oklahoma," said David Stewart, CEO, Cherokee Nation Enterprises. "Being part of the Hard Rock brand, combined with our current expansion, will set us apart from any other entertainment option in the region."

"What should be clear is that the Cherokee Nation retains full ownership and management of all of our facilities. This is a marketing mechanism to share the Cherokee hospitality that we are known for," said Chad Smith, Principal Chief of the Cherokee Nation. "The Hard Rock brand is another tool that we are using to create a diversified, growing economy in northeastern Oklahoma."

"In today's ever-changing and boundaryless business world, the leaders of the Cherokee Nation see an opportunity with Hard Rock to expand the ability to attract customers from around the world," said Meredith Frailey, Speaker of the Cherokee Nation Tribal Council

"We are extremely pleased to have reached this agreement with Cherokee Nation Enterprises and expand the Hard Rock brand in to the Midwest," said President of Morgans Hotel Group Las Vegas and Hard Rock Hotel & Casino, Randy Kwasniewski. "Cherokee Nation Enterprises' expertise in the hotel and gaming sector make them the ideal partner for Hard Rock Hotel Holdings, LLC and the city of Tulsa."

As part of the Hard Rock brand, the new resort will include the décor, memorabilia and merchandise that have made the Hard Rock brand famous around the world.

The Hard Rock Casino Tulsa's current expansion is estimated at \$155 million, with the new gaming floor opening in December and the newly branded hotel welcoming its first guests in the spring of 2009.

### **About Hard Rock Casino Tulsa**

Once complete, The Hard Rock Casino Tulsa will be a newly expanded , premier entertainment and destination resort featuring: a 19-story tower and a total of more than 350 guest rooms; a 110,000 square foot casino; a relaxing indoor/outdoor pool; 30,000 square feet of convention space; a 2,500 seat multi-purpose theater for concerts and sporting events; several new restaurants; cocktail lounges featuring live entertainment and For room availability and additional information call (918) 384-7800.

### **About Cherokee Nation Enterprises**

Cherokee Nation Enterprises is the retail, gaming, entertainment, hospitality and cultural tourism entity of the Cherokee Nation. CNE operates casinos in Tulsa, Claremore, Roland, West Siloam Springs, Fort Gibson, Sallisaw and Tahlequah, as well as the Cherokee Travel Plaza, two Cherokee Outpost convenience stores, six retail tobacco shops, four gift shops, two golf courses and three hotels. The company is currently undergoing a \$150 million expansion at its flagship resort property in Tulsa which will now be branded as a Hard Rock Hotel & Casino, and a \$125 million expansion at Cherokee Casino West Siloam Springs.

For the past two years, CNE has been voted the number one company to work for in Oklahoma by Oklahoma magazine, a statewide publication. The company currently employs more than 3,200 people throughout northeastern Oklahoma and northwestern Arkansas.

CNE began operating in 1990 with the opening of the Roland Bingo Hall, later to be expanded into Cherokee Casino Roland. In 2007, CNE's total revenue reached \$418.6 million. CNE continues to grow, with 100 percent of the profit benefiting the Cherokee Nation through job creation and funding for vital government services, such as health, education, housing and community services.

### **About Hard Rock Hotel Holdings, LLC**

Hard Rock Hotel Holdings, LLC, which owns the Hard Rock Hotel & Casino Las Vegas, is jointly owned by Morgans Hotel Group and equity partner, DLJ Merchant Banking Partners. HRHH IP, LLC has the exclusive right to own and operate casinos and hotel/casinos under the Hard Rock brand, and to sublicense those rights, in virtually all areas west of the Mississippi River. HRHH IP, LLC, which is wholly owned by Hard Rock Hotel Holdings, LLC, is the owner of several premium brands, including THE JOINT, REHAB RX, and LOVE JONES.

Hard Rock Hotel & Casino Las Vegas 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 Las Vegas 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](http://www.hardrockhotel.com).

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