

HARD ROCK HOTEL & CASINO

HARD ROCK HOTEL & CASINO CELEBRATES EXPANSION MILESTONE WITH TOPPING OFF CEREMONY FOR NEW NORTH TOWER

Traditionally, a topping-off ceremony marks the moment when a construction crew puts the highest structural member of a building in place. Hard Rock Hotel & Casino marked this occasion for its new North Tower Friday, October 24, 2008. A crane lifted the traditional evergreen tree and American flag to the top of the structure as hundreds of construction workers looked on. The event also celebrated the property's progress and uninterrupted construction since announcing plans to expand last year.

Part of Hard Rock's widely publicized \$750 million expansion project, the new hotel tower is slated for completion in September 2009. The 17-story building will feature 479 guest rooms, state-of-the-art meeting space, and ten luxurious "pool suites" on the main level offering direct access to Hard Rock's world famous Beach Club swimming pool. Crowning the tower will be a decadent 3400 square-foot Penthouse.

Over 700 construction workers and executives from MJ Dean Construction and its subcontractors attended the 3-hour event, celebrating their accomplishment with a catered barbeque, raffles and entertainment.

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