

HARD ROCK HOTEL & CASINO

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CHECK INTO THE WORLD'S ULTIMATE PARTY, REHAB IS BACK!

Las Vegas' Premiere Pool Party at The Hard Rock Hotel Kicks Off 5th Season April 27

Las Vegas, Nev. – April 8, 2008 – You've heard the rumors, seen the pictures, and watched it profiled on TV; the phenomenon that attracts thousands of the beautiful, the trendsetting, the rich and the famous to Las Vegas every Sunday – REHAB – is back! The Hard Rock Hotel & Casino, true creators of Vegas "daylife" scene, will kick-off a new season of REHAB starting on April 27 in straight Vegas style with a blowout performance from one of the biggest names in the hip-hop game.

The Hard Rock Hotel & Casino has raised the bar with this season of REHAB, starting with the recruitment of renowned queen of Vegas nightlife, Shannon DuPont, to run the sexy series of pool parties. DuPont, best known for her work in establishing Body English as the premiere Vegas nightclub destination, will be reigning over the REHAB ropes and has already left an indelible mark. "There's a reason people from all over the world begin lining up at the Hard Rock at 6:00 a.m. each Sunday," said Shannon DuPont, Executive Host, REHAB and Body English, "From amenities to entertainment, nowhere else will you find the same mix of luxury and edge and the party doesn't stop when the sun goes down. It continues throughout the property to our fabulous restaurants, and into the night at Body English."

Selected by the Travel Channel as one of "The Top 10 Pools" in the world, the Hard Rock Hotel & Casino spent most of the winter expanding and upgrading the sandy pool oasis. Additions include a lavish new VIP daybed deck, exclusive beach lounge areas for casino VIPs and seven new cabanas to help accommodate the high demand. Each luxurious cabana features attentive private servers, 42-inch plasma flat screen HD television and poolside spa service options. Guests will also notice new standout beverage elements to satisfy every thirst. VIP and cabana patrons will enjoy the "Elit Rocker" bottle service package sponsored by Stoli Elit. But this year, the real rehab comes from the party's new signature drink and "recovery supplement" by the same name. "REHAB" the beverage, a delicious flavor fusion that includes recovery promoting ingredients such as green tea, guarana, ginseng and vitamin B, will be served poolside all season long.

Also new in 2008, The Hard Rock Hotel & Casino is giving guests the chance to be a part of history when they film "REHAB The Movie" poolside each Sunday. This "no-holds-barred" look at REHAB will highlight everything from the sexiest poolside attire to the hundreds of celebrities who frequent the famous party.

Anchoring the 4.7 acres of tropical paradise is a Tahitian-style floating palapa that routinely transforms into a dance floor where some of the world's most popular deejays including, Clinton Sparks, DJ Oscar, Donald Glaude and DJ Dan will mix-up the hottest sets of music for guests. The palapa also houses the Beach Bar & Grill, a full service bar and grill, as well as gaming tables adjacent to the bar. The gaming area also features the city's one and only swim-up Black Jack area at the water's edge. Bountiful palm trees, waterfalls and sandy beaches round-out the REHAB experience.

REHAB takes place weekly each Sunday through September. Hours of operation are from 11:00 a.m. until sunset. Cover charges vary based on holidays and special events, but generally cover is \$40 for men, \$20 for women. This season, lucky local ladies are admitted for no cover. Rehab patrons will also enjoy a separate valet near the pool entrance for easy access. Cabanas are in high-demand, so those interested should book early by contacting the REHAB hotline at (702) 693-5555. For more information and images from REHAB events, visit www.hardrockhotel.com and www.rehablv.com.

About Hard Rock Hotel & Casino

The Hard Rock Hotel & Casino, newly owned and operated under Morgans Hotel Group 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. It was built in 1995 and expanded in 1999. The property offers an energetic entertainment and gaming experience with the services and amenities associated with a boutique luxury resort hotel. The property has also been a popular music scene destination where such acts as the Rolling Stones, Coldplay, Bon Jovi, Lenny Kravitz, Duran Duran, 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; a beach club with a swimming pool that was selected by the Travel Channel as one of "The Top 10 Pools" in the world; Body English nightclub; "The Joint" concert venue; five restaurants, including the world famous Nobu, AGO, 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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