



HARD ROCK HOTEL & CASINO LAS VEGAS

FOR IMMEDIATE RELEASE

RYAN KAVANAUGH'S RELATIVITY AND ROGUE LIFESTYLE BRAND FORM INNOVATIVE PARTNERSHIP DEAL WITH HARD ROCK HOTEL & CASINO LAS VEGAS

The Hard Rock Hotel & Casino and Relativity Media's Ryan Kavanaugh and recently acquired film and lifestyle property, Rogue, announced today that they are partnering on a multi level entertainment deal never before accomplished by a hotel casino property and an entertainment brand.

Las Vegas, Nev. – April 2009 – Amid all the excitement of their month-long grand opening celebration for The Joint concert venue, the Hard Rock Hotel & Casino and Relativity Media's recently acquired film and lifestyle property, Rogue, announced today that they are partnering on a multi level entertainment deal never before accomplished by a hotel casino property and an entertainment brand.

The deal grants Rogue the official naming rights to Hard Rock's legendary concert venue The Joint, which will now be called **The Rogue Joint**. In addition to several co-marketing opportunities between the companies such as social networking and cross promotions, The Rogue Joint will host a select slate of Rogue film premieres and screenings. The Rogue brand will also receive on-site presence throughout the Hard Rock, including a dedicated in-room channel programmed with Rogue films and trailers for upcoming releases, retail product, and presence at the world famous Hard Rock pool. Rogue's recently launched social network iamRogue.Com will be promoted and marketed throughout various platforms within the Hard Rock, including in room, The Joint, Friday Night Live poolside music series, Rehab and others. Hotel rooms and tickets for many of the venue's events will also be offered through the site.

"Relativity Media and Rogue are strong, creative, youthful, and exciting companies that perfectly match our philosophy on what a guest experience is all about" said Hard Rock Hotel & Casino Vice President and CMO Phil Shalala. "Joining forces with them continues our well-earned reputation for developing unique and innovative partnerships that benefit our audience above all else."

"The Hard Rock brand has always been a 'rogue' brand, in that it celebrated those rebels who believed they could change the world and then had the courage to do it," said Ryan Kavanaugh, CEO of Relativity Media. "There has always been great synergy between music and film, and this is another dimension in that rich history. We are extremely proud of The Rogue Joint and hope it soon takes its place in the pantheon of great venues that have brought so much joy to music fans around the world."

Hard Rock Hotel & Casino and Relativity set out to break the traditional sponsorship mold. Where most sponsor deals are a simple financial exchange, this agreement promises a true marketing partnership with multiple activations that will continue through the life of the contract.

ABOUT HARD ROCK HOTEL & CASINO

The Hard Rock Hotel & Casino, 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. 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 640 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 all new Joint concert venue opening in April 2009; rock lounge Wasted Space, owned by motocross star Carey Hart; restaurants including AGO, world-renowned Nobu, Pink Taco and Mr. Lucky's; 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.

ABOUT RELATIVITY MEDIA

Relativity Media, LLC ("RML") is a media and entertainment company which focuses on creating, financing and distributing first class, studio quality entertainment content and intellectual property across multiple platforms, as well as making strategic partnerships with, and opportunistic investments in media and entertainment related companies and assets. Relativity also owns and operates Rogue, a company that specializes in the production and distribution of lower-budget genre films, as well as the label's entire library of films. Under Relativity's new ownership, Rogue has had particular success within the horror genre including THE UNBORN and THE LAST HOUSE ON THE LEFT.

To date, Relativity has financed and/or produced over 60 films that have seen wide release and have accumulated \$7.4 billion in worldwide box office revenue. Fifty of those films are "Top 10" box office releases from the past two years. Relativity's recent films include FAST AND FURIOUS, STEP BROTHERS, HANCOCK, WANTED, BURN AFTER READING, DEATH RACE, THE HOUSE BUNNY, MAMMA MIA!, YOU DON'T MESS WITH THE ZOHAN, PINEAPPLE EXPRESS, THE MUMMY: TOMB OF THE DRAGON EMPEROR, and HELLBOY II: THE GOLDEN ARMY.

Relativity's 2008 slate included five of the top twelve highest-grossing films of the year; eighteen of the company's films have opened at #1 at the box office, and eighteen of RML's nineteen summer releases landed in the top three highest earners in their respective opening weekends. Their films have earned 29 Oscar® nominations, including nods for FROST/NIXON, ATONEMENT, AMERICAN GANGSTER, and 3:10 TO YUMA. Twenty-nine of RML's films have each generated over \$100 million in worldwide box office receipts. This past summer, Relativity Media, LLC announced an extensive international distribution program, which included thirteen output deals covering 100+ territories around the world.

The Rogue Joint

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www.iamrogue.com