



HARD ROCK HOTEL & CASINO OPENS WASTED SPACE VEGAS'S FIRST ANTI-CLUB

Carey Hart, Jason Giambi, Benji and Joel Madden Serve up "Hart Attacks" Every Night

"Hart Attacks" will be served nightly at the newest anti-club in town – Wasted Space. Co-created by Action Sports Super Star, Carey Hart, Wasted Space will officially open July 19 with a private VIP party and a special acoustic rock set from Gavin Rossdale.

The Hard Rock Hotel & Casino is opening the rock lounge as part of its \$800 million expansion and renovation. Wasted Space is co-owned by Hart, Yankees baseball player Jason Giambi, and the Hard Rock Hotel & Casino. Rockers Benji and Joel Madden of Good Charlotte are partners. Hard Rock's Cory McCormack will act as Managing Partner.

Wasted Space represents the ultimate depiction of the decadent rock n' roll lifestyle. The first anti-club of its kind, Wasted Space melds the high-end rock n' roll culture with fashion, art and design creating a one of a kind atmosphere and nightlife experience.

"I wanted a place where my friends and I could hang out and listen to some great rock music with a cool atmosphere...there were no options in Vegas, so I made my own," said Hart. "Wasted Space will feature the top rock artists weekly, in addition to the hottest DJ's in the country."

The club was designed by Hart, McCormack and Zeff Design. Hart hand-picked one of his favorite L.A. artists to create a 30-foot hand-made mural of vintage rock show posters and flyers with the signature Wasted Space winged microphone logo stenciled over them. The striking piece is hung above the bar area to add a personal element to the space. The club also features works by renowned artist Daniel Maltzman.

The venue will host two signature drinks:

- "Hart Attack" – named after Carey Hart's famous record-breaking mid-air handstand on a 250cc motorcycle, the drink will consist of Jameson, Red Bull, cranberry and a float of Jagermeister .
- "Sunday Bloody Sunday" – named after legendary U2 song, this will be the venue's signature Bloody Mary concoction.

The 5,000 square-foot nightclub will hold 400-500 people, has 17 tables/booths in the club itself, and five more in the 24-hour Wasted Lounge. The unique sound system offers a full nightclub sound package and the ability for live performers to rock the house every night of the week.

Wasted Space will be open Tuesday through Sunday from 8 p.m. to 4 a.m. with live music two nights/week and DJ's spinning the other four nights. Cover charges will vary based on talent from about \$10-\$25. For more information and images of Wasted Space visit www.hartswastedspace.com and www.hardrockhotel.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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