



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Hard Rock International Teams with Banks Contracting Company, Inc. In Bid for Casino License for Proposed Hard Rock Casino Development in Maryland

ORLANDO, Fla. – Hard Rock International today announced that it has joined forces with Banks Contracting Company, Inc. of Baltimore, Md., for the potential development, branding and management of a Hard Rock Casino at one of five sites identified for casino development in the State of Maryland. In November 2008, voters in Maryland approved the expansion of gaming in the state and authorized the General Assembly to approve the development of no more than five sites with no more than 15,000 video lottery terminals. Casino development bids are due by Feb. 2, 2009. Banks Contracting Company, Inc., with Hard Rock’s assistance, is submitting a bid and the parties have signed an exclusivity agreement in connection with the bid, subject to final definitive agreements relating to Hard Rock’s management of the facility.

There are currently four Hard Rock Casinos, including Biloxi and Las Vegas, as well as Seminole Hard Rock Casinos in Tampa and Hollywood, FL, with a fifth Hard Rock Casino slated to open in Macau, China in June of 2009.

Hard Rock Chairman James Allen said, “Maryland presents an excellent opportunity for the expansion of Hard Rock gaming due to the tremendous density of population in the state and its ranking among states with high levels of personal income. The new Hard Rock Casino will bring an investment of hundreds of millions of dollars in Maryland and the creation of more than 1,000 construction and permanent jobs.”

Banks Contracting Company, Inc. President Ken Banks said, “The professionals at Hard Rock bring unparalleled gaming expertise to this project, and with our company’s construction and development experience, we look forward to working with them to create another sensational Hard Rock Casino and the possibility of developing a Hard Rock Hotel and Hard Rock Live entertainment facility.”

About Banks Contracting Company, Inc.

Headquartered in Baltimore, Banks Contracting Company, Inc. is an award-winning commercial construction and real estate development firm. Since 1980, Banks Contracting Company, Inc.’s company mission has been to provide high-quality, problem free service emphasizing professionalism and excellence. In partnership with other companies, Banks Contracting Company, Inc. has numerous construction and real estate development projects underway in the Baltimore area. One premier project is the construction of the \$550 million New Clinical Building at Johns Hopkins Hospital in East Baltimore which is the largest hospital project in America at this time. Banks Contracting Company, Inc. won the 2008 Minority Developer of the Year Award for the City of Baltimore. Banks Contracting Company, Inc. and other partners have formed Maryland Gaming Group, LLC, a new entity, to bid on one of the five sites. For more information on Banks Contracting Company, Inc. or Maryland Gaming Group, LLC contact Ken Banks at 410-837-8720 or visit www.bankscontracting.com.

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About Hard Rock International

With 123 high-energy Hard Rock Cafes and nine Hotels/Casinos in 50 countries, Hard Rock International is one of the world's most globally recognized brands. Beginning with an Eric Clapton guitar, Hard Rock owns the world's largest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya and Bali. Additional hotel and casino projects have been announced in Macau and Penang, both scheduled to open in 2009; Palm Springs, Atlanta and Panama, scheduled to open in 2010; Dubai, scheduled to open in 2011; and Abu Dhabi, scheduled to open in 2012. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For further details on Hard Rock Hotels and Casinos, visit www.hardrockhotels.com. For more information on Hard Rock International, visit www.hardrock.com.

Forward-looking Information

Certain matters discussed by Hard Rock International in this press release constitute forward-looking statements within the meaning of the federal securities laws. These statements are based on the current expectations or beliefs of Hard Rock's management and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements.

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