



DOCOC PRESS RELEASE

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DOCOC Announces Hard Rock Shop® Storefront to Open July 1

SACRAMENTO, Calif. – Today, Downtown Commons (DOCOC) announced a new Hard Rock Shop® storefront will open on the main plaza at 10 a.m. Monday, July 1, 2019. Timed to lead up to the fall opening of Hard Rock Hotel & Casino Sacramento at Fire Mountain, this first-time, multi-use retail store will be located in a 2,100-square foot space.

“We are excited to welcome the Rock Shop® to DOCOC,” said Christi Woodards, DOCOC general manager. “We are always looking for innovative and unique retail activation opportunities that offer fun and memorable new experiences to our valued guests.”

Known as “the Rock Shop®,” the store will be similar to its brethren Rock Shops® available at Hard Rock properties around the world, offering a diverse selection of popular Hard Rock merchandise, such as hats, sweatshirts, t-shirts, golf attire, pins and more. However, this retail shop will also have some unique offerings that rock, like serving as a satellite employment center for the Hard Rock Hotel & Casino Sacramento at Fire Mountain property and also allowing visitors to register for the Wild Card rewards card, the official player loyalty program of Hard Rock Hotel & Casino Sacramento at Fire Mountain. Everyone who signs up at the shop or online at hardrockhotelsacramento.com will receive a commemorative Wild Card in the mail prior to opening. There will also be a special promotion on July 8 – the first 100 people (21 years and older) who sign up for a Wild Card at the Rock Shop will receive free Rock Shop merchandise.

“The Rock Shop® is a core element to the Hard Rock brand, and we are thrilled to open one here in DOCOC to give the public a chance to interact and learn more about our new property before it opens,” said Mark BIRTHA, president of Hard Rock Hotel & Casino Sacramento at Fire Mountain. “We welcome everyone to come in and explore all that we have to offer.”

The Wild Card loyalty program will allow players to enjoy “authentic experiences that rock” at the new Sacramento gaming property or online at the Hard Rock Social Gaming platform while giving them the chance to accumulate loyalty points. The free Hard Rock Social Gaming platform is an online social gaming portal that allows everyone to experience the fun and exhilaration of being at a Hard Rock casino from across the world on their mobile device or computer. Players with Hard Rock Hotel & Casino Sacramento at Fire Mountain selected as their casino on the site will have the chance to win real-world prizes through regular

sweepstakes promotions exclusively for Sacramento. To access Social Gaming for Hard Rock Hotel & Casino Sacramento at Fire Mountain, visit hardrocksocialcasino.com or search “Hard Rock Social Casino” in the Apple, Amazon or Google Play app stores.

Centrally located in the heart of downtown Sacramento, DOCO was developed in partnership by JMA Ventures and the Sacramento Kings. The thriving outdoor plaza is a must-visit entertainment, shopping and lifestyle destination that showcases some of the very best the city has to offer in terms of retailers, bars, restaurants, office space and more. Guests can enjoy shopping at a fantastic mix of retailers, indulging at amazing restaurants, bars and eateries, and being part of engaging events and activities that help to make DOCO a dynamic community gathering place. For more information about DOCO, please visit DOCOSacramento.com.

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About Hard Rock Hotel & Casino Sacramento at Fire Mountain

Set to open in fall 2019, Hard Rock Hotel & Casino Sacramento at Fire Mountain will feature the latest in live music and entertainment, hospitality, world-class gaming and exceptional cuisine. The property will be Hard Rock’s first Vegas-style casino in California and will offer a hotel with multiple suite options, a large gaming facility with more than 1,800 slot machine and table game positions, along with an outdoor pool and deck area, large meeting space and a vast selection of bars and restaurants. The property will also include signature brand amenities like the Sound of Your Stay® in-room music program, a Rock Shop® and a Body Rock® fitness center. Additionally, the project marks a historic partnership between two Native American Tribes – The Seminole Tribe of Florida, owners of Hard Rock International, and Enterprise Rancheria. Owners of the Hard Rock Hotel & Casino Sacramento at Fire Mountain property, the Estom Yumeka Maidu Tribe of the Enterprise Rancheria is a sovereign Native American Nation offering diverse tribal government services and programs that improve the quality of life for its some 1,000 tribal citizens and surrounding communities in Northern California. For more information on Hard Rock Hotel & Casino Sacramento at Fire Mountain, visit hardrockhotelsacramento.com.

About Hard Rock®

With venues in 73 countries including 184 cafes, 237 Rock Shops®, 28 hotels and 11 casinos, Hard Rock International (HRI) is one of the most globally recognized companies. Beginning with an Eric Clapton guitar, Hard Rock owns the world’s most valuable 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 available in Rock Shops and online at <https://shop.hardrock.com>. HRI owns the global trademark for all Hard Rock brands including Hard Rock Live® performance venues. The company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the company’s two most successful Hotel and Casino properties in Tampa and Hollywood, FL., both owned and operated by HRI parent entity The Seminole Tribe of Florida. Other exciting Hotel & Casino locations include Atlantic City and Punta Cana. Hard Rock Hotels are located in vibrant city and resort destinations such as Bali, Cancun, Daytona Beach, Desaru Coast, Ibiza, London, Orlando and Shenzhen. Upcoming new Hard Rock Cafe locations include Piccadilly Circus in the United Kingdom, Kathmandu, Nepal, Kyoto, Japan, Asuncion, Paraguay and Chandigarh, India. New Hard Rock Hotel, Casino or Hotel & Casino projects include Amsterdam, Berlin, Budapest, Dublin,

Los Cabos, Madrid, Maldives, New York City, Ottawa, Sacramento, Dalian and Haikou in China. In 2018, Hard Rock International was recognized as a Forbes Magazine Top Employer for Women and Land Operator of the Year at the Global Gaming Awards. In 2019, Hard Rock International was honored as one of Forbes Magazine's America's Best Large Employers. For more information on Hard Rock International visit www.hardrock.com.

About DOCO (Downtown Commons)

Located adjacent to Golden 1 Center (the world's most technologically advanced and sustainable arena), DOCO is an emerging entertainment and lifestyle district in Sacramento's dynamic urban core showcased by 1.8 million square feet of incredible retail destinations, bars and restaurants, office space, residential units, the Sawyer Hotel (a 250-room boutique hotel managed by Kimpton Hotels), and the vibrant and iconic sculpture by Jeff Koons titled "Coloring Book."

For more information, visit www.docosacramento.com or follow DOCO on [Facebook](#), [Twitter](#) and [Instagram](#). Social Media Tags: #DOCO, #HelloDOCO, #DOCOProud

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