



HARD ROCK HOTEL & CASINO SACRAMENTO AT FIRE MOUNTAIN DEBUTS FREE ONLINE GAMING

SACRAMENTO, Calif. – June 3, 2019 – Hard Rock Hotel & Casino Sacramento at Fire Mountain, Hard Rock’s first Vegas-style casino in California, announces its free online social gaming portal is now available online or for download on iOS, Android or Kindle devices.

“This is our first product introduction to Northern California and so we couldn’t be any more excited about letting our future guests get the first sneak peek of our property and the types of games, products and services we are bringing to the market,” said Mark Birtha, president of Hard Rock Hotel & Casino Sacramento at Fire Mountain. “Hard Rock offers one of the most engaging and robust online social gaming platforms in the industry, and this is a fun way to get our guests connected with our future offerings before the property even opens its doors. Online social gaming will allow us to offer amazing online gaming experiences and will deepen the property’s brand affiliation and help us connect the property with millions of people around the world.”

The Hard Rock Social Gaming platform 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 can select Hard Rock Hotel & Casino Sacramento at Fire Mountain as their casino of choice and play its exclusive branded casino social games – jumping into a vibrant world of free casino-themed social games, including dozens of popular slot games, table games including blackjack, baccarat and roulette, in addition to joining live tournaments, high-limit rooms and more. Social games differ from regular casino games as payment is not required to play and only virtual credits are awarded as prizes. However, 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.

“Fans love our Hard Rock Social Gaming platform, and we are excited to add the new Hard Rock Hotel & Casino Sacramento at Fire Mountain to both our group of top gaming properties and our online social gaming portfolio,” said Kresimir Spajic, SVP Online Gaming at Hard Rock International.

Players also have the option to register for or link an existing Hard Rock Wild Card rewards account, the official player loyalty program of Hard Rock Hotel & Casino Sacramento at Fire Mountain, to their Hard Rock Social Casino account, for the chance to accumulate loyalty points that may be exchanged for merchandise or casino dining and other prizes and gifts. Promotions, offerings and earned rewards allow guests to enjoy “authentic experiences that rock” at the Sacramento property and off-property whenever they choose.

Situated in the North Sacramento Valley, the highly-anticipated Hard Rock Hotel & Casino Sacramento at Fire Mountain will offer the latest in live music and entertainment, hospitality, world-class gaming and exceptional cuisine. It will feature a hotel with multiple suite offerings, a large gaming facility with over 1,800 slot machine and table game positions, along with an outdoor pool and deck area, large meeting space and a great selection of bars and restaurants. The property also includes signature brand amenities like the Rock Shop® and Body Rock® fitness center.

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.

For more information about Hard Rock Hotel & Casino Sacramento at Fire Mountain, visit hardrockhotelsacramento.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.