



HARD ROCK HOTEL & CASINO SACRAMENTO AT FIRE MOUNTAIN TO SPONSOR TOYOTA AMPHITHEATRE CONCERT SERIES & VIP CLUB

SACRAMENTO, Calif. – July 10, 2019 – Hard Rock Hotel & Casino Sacramento at Fire Mountain, slated to become the premier entertainment destination in Northern California once open in fall of 2019, is pleased to announce its marketing alliance with Toyota Amphitheatre, owned and operated by Live Nation, and will be the official sponsor of the Hard Rock Casino Concert series at the state-of-the-art outdoor concert venue and will also be the name in title for the esteemed VIP club on-site.

“Entertainment is core to the DNA of the Hard Rock brand as exhibited at locations around the world. Attending a live music event is uplifting, inspirational and creates memories that will last a lifetime,” said Mark Birtha, President of Hard Rock Hotel & Casino Sacramento at Fire Mountain. “Thus we are thrilled to partner with Toyota Amphitheatre in Northern California to bring The Hard Rock Casino Concert Series to Sacramento. We will host onsite promotions and Wild Card signups at each show, and we will also be the title sponsor of the Hard Rock Casino VIP Lounge at Toyota Amphitheatre. This is just the beginning of a longer term, local partnership that will bring ‘authentic experiences that ROCK’ to fans of both brands.”

“As the Hard Rock brand establishes roots in the Sacramento community, we couldn’t be more pleased they have decided to partner with one of our premier venues to power truly vibrant experiences for live music fans,” Live Nation Senior Vice President of Venue Sales Andy Peikon. “It goes without saying the natural synergy between our two brands and we look forward to working closely with their team for years to come to conceptualize unique ways that will result in meaningful connections with fans.”

The Hard Rock Casino Concert Series will take place at the Toyota Amphitheater in Yuba County, California, located 35 miles north of Sacramento. It is an impressive concert venue, holding up to 18,500 spectators. Live Nation is the world’s leading live entertainment company. They bring chart-topping artist’s creativity to life on stage and have hosted more than 30,000 shows, over 100 festivals and sells over 500 million tickets per year.

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.

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 www.hardrockhotelsacramento.com.

About Hard Rock®

With venues in 74 countries, including 186 Hard Rock Cafes, 241 Rock Shops®, 29 hotels and 12 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 global 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. Another exciting Hotel & Casino location includes Atlantic City. Hard Rock Hotels are located in vibrant city and resort destinations such as Bali, Cancun, Daytona Beach, Desaru Coast, Ibiza, London, Los Cabos, Orlando and Shenzhen. Upcoming new Hard Rock Cafe locations include Kathmandu, Nepal, Kyoto, Japan, Asuncion, Paraguay, Puerto Madero, Argentina and Chandigarh, India. New Hard Rock Hotel, Casino or Hotel & Casino projects include Amsterdam, Berlin, Budapest, Dublin, 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 and Forbes Magazine's Top Employer for Women. For more information on Hard Rock International visit www.hardrock.com.