

Hard Rock International and Tasameem Group Announce Five-Star Hotel Development Within the 'Financial Centre' of Dubai

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Hard Rock to Deliver Luxury Hospitality Option to 'Inspire' The City of Imagination



Hard Rock International, in partnership with Tasameem Group, announces the development of Hard Rock Hotel Dubai -- an international five-star hotel property within the Dubai Trade Centre District, an area poised to become the "Financial Centre" of Dubai. With the opening of Hard Rock Hotel Dubai, situated among one of Dubai's most ambitious and strategically important commercial projects, Hard Rock continues a commitment to expand and diversify its global portfolio.

Hard Rock Hotel Dubai will be located in the most central part of the Dubai Trade Centre District along Sheikh Zayed Road, home to Dubai's magnificent skyscrapers, including the Emirates Towers and the tallest building in the world, the Burj Dubai. Hard Rock Hotel Dubai will be among the most coveted luxury hotel options in an area primed to rival the business centers of Singapore, New York and London.

"We are thrilled to be entering a world-class hotel with Tasameem Group," says Trevor Horwell, Vice President, Hard Rock Hotels. "We place fundamental importance in aligning ourselves with such highly reputable partners. With Tasameem's credentials and leadership we look forward to a successful project in the execution of the Groups' vision."

Hard Rock Hotel Dubai will be part of a multimillion dollar project and will be designed to match the world's highest standards of architecture and environmental sustainability. The entire centre will encompass 350 hotel rooms and suites, 100 serviced apartments, commercial offices and retail stores all within the 91 story skyscraper.

Hard Rock Hotel Dubai guest rooms will be furnished to meet international five-star deluxe standards, incorporating Hard Rock's tradition of providing luxury, quality service and amenities with a unique rock 'n' roll edge. The hotel will contain destination dining venues, all-day restaurants and high-energy bar locations, offering both locals and hotel guests a place to see and be seen. The hotel will offer approximately 32,000 square feet of dedicated meeting and banquet space, as well as spa facilities featuring an extensive menu of spa treatments. The pool, a quintessential Hard Rock element, will be a focal arena for both music and relaxation and a social gathering place for high net worth individuals and glamour seekers alike.

"The Seminole Tribe of Florida, the parent company to Hard Rock International, takes great pride in announcing our partnership to develop the first Hard Rock Hotel in the UAE," notes Mitchell Cypress, Chairman of Seminole Tribe of Florida. "Dubai has incredible upside as an international destination and we are excited to introduce our hotel product in this burgeoning city."

The Hard Rock Hotel experience offers luxurious style and substance with a unique rock vibe designed to provide unforgettable experiences. Properties are ideally situated in destinations with unique character, tourist appeal and gateway cities. Hard Rock Hotels cater to the evolving and distinctive needs of today's experienced, modern travelers, who seek a reprieve from traditional, predictable properties, whether for business or leisure travel. For 10 years the Hard Rock Cafe Dubai has served visitors and locals at Interchange #5, Sheikh Zayed Rd. The cafe will remain in its current location.

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