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ATLANTIC CITY

HARD ROCK HOTEL & CASINO ATLANTIC CITY UNVEILS DESIGN APPROACH

Atlantic City, NJ (June 13, 2018) – Situated along the iconic Atlantic City boardwalk, Atlantic city’s premier entertainment playground – Hard Rock Hotel & Casino Atlantic City – has revealed its thoughtful design concept that aims to attract an ensemble of visitors longing for an amplified destination experience. The property opens its doors on June 28, 2018.

“The total renovation of every aspect of this property was no small task and the teams involved in this project have shown extreme talent and dedication to bringing the Hard Rock brand to life in Atlantic City,” said Joe Emanuele, senior vice president of design and construction, Hard Rock International.

Atlantic City-based SOSH Architects serves as the Architect of Record for the Hard Rock Hotel & Casino Atlantic City, leading the building transformation of the new hotel.

“We are extremely proud of our staff, supportive of our associates, and humbled by the opportunity to work with Hard Rock, and all the associating design teams to see this great project come to fruition,” says Tom Sykes, principal to SOSH Architects. “With our main office being in Atlantic City, we are personally aware and grateful for what Hard Rock has done to reinforce our boardwalk and community fabric which is so critical to the growth of the city.”

Offering a new approach that abstractly appreciates the musical inspired aesthetic Hard Rock Hotels & Casinos is known for, esteemed interior architecture and design firm Jeffrey Beers International (JBI) has implemented an art-focused design for the property. Elements from the Atlantic City locale are carefully paired with notes of rock ‘n’ roll to provide guests with an unparalleled atmosphere.

“We are incredibly honored to have been chosen by Hard Rock International and delighted to be part of an incredible team that includes SOSH and JINGOLI,” says founder and CEO, Architect Jeffrey Beers. “Working closely together I feel we have

respected the music heritage of the Hard Rock brand while also modernizing the overall look and feel through a fresh and contemporary design details, warm tones and rich finishes.”

The new experience begins the very second guests roll up to the property’s porte cochere and eyes meet the hotel’s new façade, featuring color-changing lights atop a wooded exterior – paying homage to the wood-based instruments flooding the music scene. All guests will feel like VIPs with an individualized check-in experience in a custom-lit lobby and a 360-degree bar, offering lounge-style tables chairs, plus, a stage for impromptu musical performances.

While it boasts an expansive gaming floor with 2,100 slots and 120 table games, the casino’s ceiling-wide custom chandeliers and glass column memorabilia chambers will be the stars of the show. The high-limit gaming space will also feature abstract and eye-catching updates that are visually bolder from the rest of the property.

Centrally located within the property in a new 400-seat venue, the Hard Rock Cafe features new and improved indoor and outdoor stages, with tremendous acoustics, panoramic views of the Atlantic Ocean and direct beach access. To highlight the quality and freshness of cuisine, the Cafe will expose an exhibition kitchen to diners.

Leading the construction for the project, JINGOLI has helped to employ more than a thousand area workers to help deliver the project on time.

“The visions of JBI, SOSH and Hard Rock International aligned to create jobs and opportunity and to change a community for the better. We are so proud and happy to be a part of this,” said Joseph Jingoli, Chief Executive Officer of JINGOLI and partner of Hard Rock Hotel & Casino Atlantic City.

Conceptualized by Wimberly Interiors, nearly 2,000 guestrooms and suites radiate Hard Rock’s signature contemporary vibe, with a mix of local inspiration straight from the Atlantic City boardwalk.

“We are thrilled to be part of bringing the Hard Rock brand to Atlantic City. We wanted our design for the hotel towers to seamlessly blend the eccentricity of the boardwalk with the unmistakable excitement that surrounds Hard Rock, creating a truly unique experience for the guests,” said Margaret McMahon, Senior Vice President + Managing Director, Wimberly Interiors.

Various color palates have been implemented throughout the collection of guestrooms, offering a new aesthetic for each stay. When they’re not taking in views of the boardwalk, guests can transport themselves through personal art displays, featuring scenes of Atlantic City artfully depicted upon instruments – tying back into the musical authenticity of Hard Rock Hotels & Casinos.

Located in the property, the Rock Spa & Salon offers a full-service escape in a memorable atmosphere. Wimberly Interiors has designed Rock Spa with relaxation in mind, drawing from three thoughtful concepts: Water, Light and Wave. From flooring patterns and soothing palates to ceiling coves and refracted light patterns, Rock Spa is an aesthetic retreat for the body, mind and soul. The Salon takes a step towards the classic Hard Rock experience, offering a bold and modern scheme surrounded by Hard Rock memorabilia.

The Hard Rock Hotel & Casino Atlantic City will celebrate its Grand Opening on Thursday, June 28, 2018 with the brand-famous guitar smash at 11 a.m. which is open to the public.

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SOSH Architects

SOSH Architects was founded in 1979 on the core conviction that quality design continually rewards the community, the client, and the design team. The firm has steadily grown from a company of four partners to its current size of approximately 50 design professionals and support staff engaged in the execution of design commissions worldwide.

SOSH's philosophy drives a design process that values exploration, visualization, and the contributions of multiple voices. Our firm delivers the best ideas that are the result of thoughtful collaboration and creative analysis.

With offices in Atlantic City, New York, and Philadelphia, SOSH has worked on a broad array of hospitality, corporate, education, healthcare, retail, dining and entertainment projects. We provide master planning, architectural design, interior design, and strong project management. SOSH's success is based on the passion and purpose we bring to every design opportunity. We challenge convention, explore options and generate the kind of unexpected solutions that are the hallmark of our practice.

Jeffrey Beers International

Jeffrey Beers International (JBI) is a full-service design studio with an award-winning portfolio of projects spanning a variety of categories. Combining an artist's sense of craft and exploration with a nuanced understanding of the client's vision, JBI's timeless approach to design creates vibrant spaces uniquely informed by the firm's strong foundation in hospitality.

Founded by Jeffrey Beers in 1986, JBI represents the culmination of its founder's rich artistic and cultural background, sophisticated urban sensibilities, and standout design skills. The result is a dynamic and diverse company whose team consists of architects, interior designers, painters, sculptors and graphic designers in order to bring a mix of

unique perspectives to every project.

With a level of taste respected and called upon by notable developers including Silverstein Properties, El Ad Group and Extell Development, to projects with venerated hotel brands like One & Only and Hilton Hotel & Resorts, JBI consistently creates transportive, engaging venues. As the firm extends beyond restaurants, hotels and multifamily developments, it is leveraging this expertise to revolutionize other spheres of design as well.

Wimberly Interiors

Wimberly Interiors, a design studio of WATG, has established itself at the forefront of hospitality design, delivering inspired designs that integrate reality with emotion, and ranking 18th among Hospitality Giants by *Interior Design*.

In 2017, Wimberly Interiors designed projects in 25 countries on six continents on behalf of distinguished brands such as Four Seasons, St. Regis, Ritz-Carlton, Viceroy, Fairmont, Belmond, Hard Rock, Rosewood and Edition. The firm's extraordinary designs begin with a compelling story and a spirit of curiosity that inform and intrigue guest experiences with unique expression.

Winner of over 60 awards and accolades, the studio's marquis hospitality projects include the Bentley Suite at The St. Regis New York, 50 Bowery, and the anticipated openings of The Edition Abu Dhabi, and Bellagio Shanghai. Wimberly Interiors has launched strategic studios in New York, Miami, London, Dubai, Singapore, Shanghai and Los Angeles. Explore more at wimberlyinteriors.com

About The Jingoli Family

The Jingoli Family is led by Joseph R. Jingoli, Jr. and Michael D. Jingoli. Joe Jingoli is the CEO of Jingoli Construction and COO of DCO Energy ("Jingoli-DCO") and Michael Jingoli is the CFO of both companies. Jingoli-DCO are international constructors and energy developers with projects throughout the United States and abroad. The firms specialize in power, district energy systems, combined heat and power facilities, transmission and distribution, industrial, healthcare, education and gaming. Jingoli-DCO has deep roots in South Jersey with a record of continual investment in the future of Atlantic City.

Hard Rock Hotel & Casino Atlantic City

Set on 17 acres, with the legendary Atlantic City boardwalk as its backdrop, Hard Rock Hotel & Casino Atlantic City will be Atlantic City's go-to entertainment destination, boasting 2,100 slots, 120 table games, more than 20 first-class restaurants and lounges, and world-class entertainment, including Hard Rock Live at Etess Arena, the beachside Sound Waves Theater and the Howie Mandel Comedy Club. The hotel also features the iconic Hard Rock Cafe, overlooking the Atlantic City Boardwalk, showcasing a brand new elevated menu and state-of-the-art stage, allowing for an amplified level of service and entertainment. Along with an endless array of upscale

amenities, including world-class shopping and the brand's signature full-service Rock Spa and Salon, featuring 31 treatment rooms, the new, music-inspired property offers lavish guest rooms and suites, with stunning views of the city and Atlantic Ocean. From family vacations and business trips to weddings, Hard Rock Hotel & Casino Atlantic City offers an unparalleled experience. Each of the hotel's guest rooms and suites radiates a contemporary style, including Hard Rock's signature The Sound of Your Stay™ music amenity program, which allows guests to set the mood with complimentary vinyl records or jam out on a Fender guitar in the privacy of their own room. Hotel guests can enjoy high speed, property-wide Wi-Fi, 24 Hour In-Room Dining, towel and chair service at Hard Rock Beach or at the indoor pool, and 24 Hour Access to Body Rock fitness. For more information and to book your stay, please visit hardrockhotelatlanticcity.com.

Hard Rock International

With venues in 75 countries, including 182 cafes, 24 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 greatest 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. HRI owns the global trademark for all Hard Rock brands. 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 company The Seminole Tribe of Florida, as well as other exciting locations including Bali, Cancun, Ibiza, Las Vegas, and San Diego. Upcoming new Hard Rock Cafe locations include St. Petersburg, Fortaleza, Casablanca and Chengdu. New Hard Rock hotel, casino or hotel-casino projects include Atlanta, Atlantic City, Berlin, Budapest, London, Los Cabos, Maldives, New York City, Ottawa, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.