

HARD ROCK HOTEL BALI INVITES GUESTS TO TURN UP THEIR STAY WITH THE 'AMPLIFIED' PACKAGE



Kuta, Bali – March 14th, 2016 – Hard Rock Hotel Bali invites guests to turn up their stay with the 'Amplified' package, available from March 14, 2016 to December 31, 2016.

The 'Amplified' package provides hotel guests with a memorable brand centric experience through direct engagement with offerings exclusive to Hard Rock Hotels. Recognized as the owners of the world's largest music memorabilia collection with more than 80,000 legendary items, Hard Rock will offer guests who book the 'Amplified' package a behind the scenes look at the collection through a personalized, VIP memorabilia tour during their stay. As part of the brand's signature The Sound of Your Stay® music amenity program, guests will also receive a pre-reserved Fender guitar, complete with floor amp and headphones for in-room jam sessions. In addition, guests will have the opportunity to take their memories home with a collectable pin and limited edition hat featuring the "I Got Plugged In @ Hard Rock Hotels" tagline.

The 'Amplified' package allows for guests to tailor their stay by adding customized services to the package's core offerings. During the booking process, guests are able to select extra services, such as: Memorabilia Tour during stay, Complimentary use of Fender Guitar, AMP, and Head phone during stay, Complimentary Limited Edition "I Got Plugged In" Pin & Hat, 1 Hour Recording time or Karaoke Session at our Boom Box Studio, 10% discount in Hard Rock Café Bali including merchandise, 15% discount on Hard Rock Hotel Bali merchandise. *General terms and conditions applies.

Guests are encouraged to share their amplified experience on Facebook, Twitter and Instagram by tagging #hardrockhotelbali #hardrockbali and incorporating the #SoundOfMyStay hash tag for their chance to receive even more exclusive perks.

With rates starting as low as \$131, please visit <http://bali.hardrockhotels.net/> for more details or to book the 'Amplified' package at Hard Rock Hotel Bali.

For a full list of Hard Rock Hotels featuring the 'Amplified' package, including rates and availability, please visit hardrockhotels.com/amplified.

About Hard Rock Hotel Bali

Sprawling across three hectares of pristine tropical property, Hard Rock Hotel Bali is located in Kuta, the heart of Bali's famous entertainment and shopping district. Hard Rock Hotel Bali is Asia's first Hard Rock Hotel and the leading entertainment hotel in Bali features 418 tribute rooms, luxury and deluxe suites reflect the glory and legends of Rock 'n Roll, alongside six cutting edge food and beverage outlets. Additional features include Lil' Rock Kids Club, TABU Family Entertainment Center, Boom Box Recording Studio, Rock Spa, BodyRock fitness center and a Rock Shop – Hard Rock Merchandise Store. For more information, please visit www.bali.hardrockhotels.net.

About Hard Rock International

With a total of 212 venues in 69 countries, including 162 cafes, 23 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, Chicago, Cancun, Ibiza, Las Vegas, Macau and San Diego. Upcoming new Hard Rock Cafe locations include San Juan, Reykjavik and Gran Canaria, Spain. New Hard Rock Hotel projects include Atlanta, Berlin, Daytona Beach, Dubai, Los Cabos, Tenerife, Abu Dhabi, and Shenzhen and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.

About HPL Hotels & Resorts

Headquartered in Singapore, HPL Hotels & Resorts is a hospitality management company, operated and wholly owned by Hotel Properties Limited (HPL), a Singapore main-board listed company. HPL Hotels & Resorts manages the activities of eleven hotels and resorts in Asia Pacific and the Indian Ocean. These include Concorde Hotel Singapore, Concorde Hotel Kuala Lumpur, Concorde Hotel Shah Alam, Concorde Inn Kuala Lumpur International Airport, Hard Rock Hotel Bali, Hard Rock Hotel Pattaya, Hard Rock Hotel Penang, Casa del Mar – Langkawi, The Lakehouse – Cameron Highlands, Casa del Rio – Melaka dan Gili Lankanfushi, Maladewa. For more information, please visit www.hplhotels.com.

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