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HARD ROCK INTERNATIONAL ANNOUNCES PLANS FOR CASINO IN ROCKFORD, ILLINOIS

Project Will Generate Jobs, Tourism and Revenue Growth for Rockford and the Region

ROCKFORD, Ill. – Today, Hard Rock International (HRI), a global leader in entertainment and gaming, in conjunction with local partners, announced its intention to submit a proposal to the City of Rockford to develop and operate a Hard Rock Casino on the parcel of land adjacent I-90 and I-39 that formally housed the Clock Tower Resort. The proposed entertainment facility would include a full-scale casino, restaurants, and entertainment venue in a resort setting. Chosen because of its proximity to I-90 and I-39, the location is ideal to reach the approximately 70,000 cars that drive past the site each day.

“We understand there is a process, one that we have the utmost respect for, and we look forward to working within it over the coming months,” said Jim Allen, chairman of Hard Rock International.

The Hard Rock team is dedicated to local workforce development and the training of residents to qualify and prepare them for employment in the region’s gaming industry. More information will be forthcoming as the company responds to the city’s recent RFP request.

Company executives stressed their commitment to working closely with the downtown business community to bring the economic benefits of the casino to the heart of the city through partnerships, promotions and other collaborative efforts.

Joining HRI officials at the announcement was Cheap Trick legend Rick Nielsen, a Rockford resident and outspoken advocate for both the casino and the site.

“This is a dream come true. I made more trips to Springfield and handed out more guitar picks than I can count to push for exactly why we are here today. I know this town. My family and I call Rockford home. This is not only the best location, it’s the best partner for any community. Nobody comes close to Hard Rock. I should know, I have my guitars hanging in tons of Hard Rocks around the world and I can’t think of a better place to hang one than in Rockford where I grew up and where I live,” said Nielsen.

For more information, visit HardRock.com.

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About Hard Rock International

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.