



ROCKFORD

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HARD ROCK CASINO ROCKFORD SUBMITS CASINO PROPOSAL TO CITY OF ROCKFORD

Rockford, Ill – This afternoon, the Nielsen family, together with Hard Rock officials and investors, officially submitted the Hard Rock Casino Rockford proposal to City Hall. Today is the deadline for proposal submissions to the City of Rockford.

“We couldn’t be more excited to submit our bid to the City of Rockford. We look forward to sharing details of our proposal and our commitment to the city as we are able within the city’s review process,” said Dan Fischer, lead investor with the Hard Rock Casino Rockford proposal team. “We’re also very grateful to Governor Pritzker and the Illinois legislature for passing the legislation to make a casino possible in Rockford. We know a casino will do great things for Rockford and hope to be given approval to partner with the community for this incredible opportunity.”

Hard Rock International is in partnership with several local community members, including Rick and Karen Nielsen, to submit a proposal for a Hard Rock Casino on the site of the former Clock Tower Resort on East State Street next to the I-90 Tollway.

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About Hard Rock®:

With venues in 74 countries spanning 248 locations that include owned/licensed or managed Hotels, Casinos, Rock Shops® and Cafes - 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 at more than 83,000 pieces, which are displayed at its locations around the globe. 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, Forbes Magazine’s Top Employers for Women and No. 1 in J.D. Power’s 2019 North America Hotel Guest Satisfaction Study among Upper Upscale Hotel Chains. Hard Rock destinations are located in the world’s greatest international gateway cities, including its two most successful flagship properties in Florida and home to the world’s first Guitar Hotel® in South Florida, where its headquarters are located. The brand is owned by HRI parent entity The Seminole Tribe of Florida. For more information on Hard Rock International visit www.hardrock.com or shop.hardrock.com.