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For Immediate Release

Hard Rock International and GLH Hotels Announce Hard Rock Hotel London

Hotel & Casino Brand to Ignite London's West End in summer 2018

London, U.K. – June 16, 2016 – With 23 Hotels & 11 Casinos globally, **Hard Rock International,** in collaboration with **glh Hotels,** unveils plans for Hard Rock Hotel London. A conversion of the existing Cumberland Hotel, once frequent host to guitar legend Jimi Hendrix, the upcoming Hard Rock Hotel London will be ideally situated in one of the city's most sought after locations – directly at Marble Arch on Hyde Park and at the crossroads of the iconic Oxford Street and Park Lane. Offering panoramic views over Hyde Park, the 900-room Hard Rock Hotel London is scheduled for completion in summer 2018.

"From our foundation in 1971 with the opening of the first Hard Rock Cafe in London to the many days and nights spent at the legendary Hard Rock Calling festival in Hyde Park, London has always been a special city as the birthplace of our brand," says Hamish Dodds, chief executive officer at Hard Rock International. "We look forward to completing the circle and establishing the Hard Rock Hotel in London, a legendary musical city that brought the greatest styles of rock to the world stage."

A short walk from the original Hard Rock Cafe, the upcoming Hard Rock Hotel will stay true to the city's musical heritage through live events featuring both local and international talents. In addition, the music-inspired hotel will celebrate London's standing as an epicenter of classic and contemporary music with curated memorabilia displays and a memorabilia vault within, housing some of the brand's more than 80,000 historical pieces.

"With Hard Rock's proven track record of world-class service and hospitality, combined with glh Hotels' extensive operating skills and expertise in the region as the largest hotel owner-operator in

London, we are confident the future Hard Rock Hotel will be a success and we look forward to continuing to grow our collaboration," says Mike DeNoma, chief executive officer of glh Hotels.

Hard Rock Hotel London will feature a vast, welcoming lobby lounge offering guests signature cocktails and live music, an on-site Hard Rock Cafe and a Rock Shop, featuring the brand's iconic merchandise. The hotel will also cater to guests with a full service Rock Spa, signature restaurant and sophisticated speakeasy. In addition to an unmatched location at the entrance to Hyde Park, guests will also enjoy convenient access to some of London's most notable West End attractions, including Buckingham Palace, the theater district, SoHo nightlife and the trendy shopping areas along Regent, Oxford and Carnaby Streets.

"glh Hotels has been at the forefront of hotel innovation in recent years, successfully adapting services for today's guests who are increasingly international and digital savvy, and was the first owner operator to provide super-fast, free unlimited Wi-Fi as standard. Recognizing the importance of ensuring modern travelers stay comfortable and connected, glh Hotels will apply its operational expertise to provide a world-class customer experience at the Hard Rock Hotel London," says Colin Roy, chief marketing officer of glh Hotels.

Having announced over ten projects in the past year, including Hard Rock Hotel New York, Hard Rock Hotel Berlin Checkpoint Charlie and Hard Rock Hotel Atlanta, the brand is honored to add Hard Rock Hotel London to the list of upcoming international, influential destinations.

Internationally recognized as a world-class entertainment and lifestyle brand, Hard Rock Hotels & Casinos offer stylish and contemporary design, unparalleled service and the thread that unites them all – music. Hard Rock Hotel & Casino's current portfolio is located in the world's most enviable resort destinations, as well as urban gateway cities. Hard Rock Hotels cater to the evolving and distinctive needs of today's cosmopolitan, modern travelers, who seek a reprieve from traditional, predictable experiences, whether for business or leisure travel.

Through music appreciation and an imaginative environment, Hard Rock Hotels & Casinos delivers products for the varied aspects of life – work, play and personal sanctuary. For more information or to book a stay at any of the Hard Rock Hotels & Casinos, please visit www.hardrockhotels.com.

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About Hard Rock International

With venues in 69 countries, including 164 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 Lyon. New Hard Rock Hotel projects include Abu Dhabi, Atlanta, Berlin, Dubai, Itapema, Los Cabos, Tenerife, and Shenzhen, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.

About glh Hotels

glh Hotels refers to GLH Hotels Management (UK) Limited, a subsidiary of Singapore listed (SGX:B16) GL Limited. glh Hotels is the largest owner-operator hotel company in London with 15 Hotels in top London locations, and leading with the fastest Wi-Fi in the world. It currently operates Amba Hotels, every Hotels, Thistle Hotels and four luxury London hotels: The Grosvenor Hotel, The Royal Horseguards, The Tower Hotel and The Cumberland.

The glh Hotels global owner-operator strategy focuses on major global cities with the ambition of delivering the best guest-centred experience in the hospitality industry. The company will underpin this excellence with the use of advanced customer facing technology, infrastructure and decision science. The mix of owned hotels and management contracts ensures delivery of luxury experiences that command a premium from loyal guests and can be delivered on terms that represent fairness to the owner and to glh Hotels. For more information on glh Hotels visit www.glhhotels.com