

Hard Rock Atlantic City Doubles Down on Commitment to Team Members During First Town Hall Meeting

Awarding Over \$2 Million in Bonuses to 2,872 Full-Time Team Members



Hard Rock Atlantic City team members who won cash and prizes during the morning Town Hall Meeting alongside of the leadership team in attendance

Additional high-resolution photos are available [here](#)

ATLANTIC CITY, N.J. (January 16, 2019) - Hard Rock Hotel & Casino Atlantic City announced today that 2,872 of their full-time team members will receive a bonus following the company's successful first year in operation, ranking #2 in the market for casino revenue.

Chairman of Hard Rock International and CEO of Seminole Gaming Jim Allen addressed team members inside Hard Rock Live at Etess Arena on Thursday for the property's first "All is One" themed Team Member Town Hall Meeting since opening June 28, 2018.

To reinforce the company core-motto "All Is One" Jim Allen emphasized the leadership's commitment to property reinvestment, Atlantic City and team members, announcing over \$2 million in bonuses, starting at \$250 per person, which will be awarded to all union and nonunion full-time team members.

The Seminole Tribe of Florida Chairman Marcellus William Osceola Jr., Hard Rock Atlantic City Partners Joe and Michael Jingoli and Hard Rock Atlantic City President Joe Lupo stood alongside of Jim Allen addressing over 2,000 team members and union representatives from UNITE HERE

Local 54, Local 68 Operating Engineers, Carpenters Union and Painters District Council 711 during two Town Hall events.

This is the first time in over a decade that any casino in Atlantic City has allocated bonuses to all full-time team members, union included. In addition to the bonus announcement, leadership presented \$40,000 in cash along with six all-expenses paid travel experiences to the new Guitar Hotel™ at Seminole Hard Rock Hotel & Casino Hollywood.

“We could not be more proud of our team members and their hard work during the last 18 months Hard Rock Atlantic City has been open,” said Chairman of Hard Rock International and CEO of Seminole Gaming Jim Allen. “Today is about you. We are committed to the future of this property and we hope that together we can continue to work hard in providing the best possible service for guests visiting our resort destination.”

After an initial investment of over half a billion dollars prior to opening, Hard Rock Atlantic City plans to reinvest over \$15 million in additional capital for 2020 to renovate meeting and convention spaces to further elevate the guest experience.

Additional Town Hall highlights included a snapshot of Hard Rock Atlantic City’s community efforts, market positioning and an overall brand update highlighting the domestic and global hotel, casino and restaurant pipeline.

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 has become Atlantic City’s go-to entertainment destination, boasting 2,200 slots, 120 table games, more than 20 first-class restaurants and lounges, and worldclass entertainment, including Hard Rock Live at Etes Arena, the beachside Sound Waves and Howie Mandel’s Comedy Club. The hotel and casino 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 access to Body Rock® Fitness Center. For more information and to book your stay, please visit hardrockhotelatlanticcity.com.

About Hard Rock®:

With venues in 76 countries spanning 262 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.