

ROCKHAMMER

ROCKHAMMER ANNOUNCES PLANS FOR ENTERTAINMENT DESTINATION THAT WILL TRANSFORM THE CITY OF HAMILTON

HAMILTON (Feb. 4, 2013) – ROCKHAMMER INC. is pleased to announce its grand vision for an entertainment destination that will transform Hamilton and the surrounding region. The proposed development project represents a \$200 million private investment that will include a casino, hotel, attractions, restaurants, museums and retail shops.

The integrated complex will be fully funded by private investors and will embody a critical component in the revitalization of the downtown core. RockHammer's vision is to create a unique property that will provide an energetic and visceral experience for visitors that stimulates both the palate and the imagination. This destination will act as a catalyst for the revitalization of Hamilton.

At the direction of the Government of Ontario, the Ontario Lottery and Gaming Corporation (OLG) initiated a strategic business review of its lottery and gaming operations in December 2010. As a result of this modernization initiative, OLG intends to restrict land based gaming to 29 geographic zones across the province. Zone SW9 includes Hamilton. The City of Hamilton is expected to report to the OLG on its casino hosting intention by March, 2013. If the proposal is approved, the first step in the process will be an RFPQ for interested parties to qualify for the request for proposals (RFP) process, which is expected to follow. Assuming a positive vote by city council, RockHammer intends to submit a proposal for consideration.

RockHammer plans to coordinate its submission to the RFP with two (2) organizations who possess the experience and dynamic energy to realize this project: Hard Rock International (gaming and hotel operator) and LiUNA (financier and developer). "We believe that this strategic and collaborative alliance makes for an exciting project that will transform the City of Hamilton," said Dr. Nick Bontis, Director of RockHammer.

Internationally recognized for its iconic brand and world-class entertainment, Hard Rock's presence in Hamilton will elevate the city's status among the top tourist destinations in the world. "Hamilton's burgeoning music industry has the ability to reshape the city's image. Hard Rock's alignment with our own city's musical legacy can take the city's creative industries to a new level of performance," said PJ Mercanti, Director of RockHammer.

The integrated entertainment complex will contain a state-of-the-art casino floor with table games and 1,200 slot machines, as well as a 280 room hotel, several restaurants, museums, attractions and retail outlets. "This will become one of the most exciting developments in recent history and we are very proud to align ourselves with Hard Rock and the rest of the RockHammer team," said Joe Mancinelli, Vice-President, LiUNA – Laborer's International Union of North America.

The projected economic impact of this venture is significant. A downtown complex is estimated to yield over \$10 million annually in property tax and gaming revenue to the city of Hamilton without any public

funds required. "This project is expected to provide Hamilton with more than 1,200 permanent jobs and 750 construction jobs, while attracting more than 2 million visitors annually. The magnitude of these figures cannot be ignored," said Peter Mercanti, Director of RockHammer.

In addition to the vibrant casino and hotel experience, the entertainment complex will house various museums, attractions and retail stores which will attract new visitors and investment into the city. Hamilton's unique culture and Hard Rock's positioning in the entertainment marketplace are very closely aligned. "We are pleased to be working with RockHammer on this proposal and are excited to share Hard Rock's unique style and attitude with a Hamilton population thirsting for new entertainment experiences," said Eddie Lynn, Director of Casino Operations, Hard Rock International.

With a total of 177 venues in 58 countries, including 141 cafes, 18 hotels and 8 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 companies' 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, Biloxi, Chicago, Cancun, Las Vegas, San Diego and Singapore. Upcoming new Hard Rock Cafe locations include Melaka and San Jose. New Hard Rock Hotel projects include Aruba, Riviera Maya, Abu Dhabi and Shenzhen and Haikou in China. New Hard Rock Casino projects in development include Hungary and Northfield, OH. For more information on Hard Rock International, visit www.hardrock.com.

The Labourers' International Union of North America (LiUNA) is one of the largest building trades unions in the country. LiUNA has over 90,000 members across Canada; with approximately 75,000 members in the Central and Eastern Canada Region spanning the provinces of Newfoundland, Prince Edward Island, Nova Scotia, New Brunswick, Quebec and Ontario. With a strong presence in the Hamilton area, LiUNA was founded over one hundred years ago and has a pension fund worth over \$3.2 billion. It is recognized as one of the most innovative and dynamic multi-employer pension plans in Canada. For further details on LiUNA, visit www.liuna.ca.

RockHammer Inc. is a Hamilton-based registered Canadian corporation, involved primarily with the strategic coordination of a proposed bid to bring an integrated entertainment complex to the City of Hamilton. RockHammer's main stakeholders include locally-based business leaders including the principals of the Carmen's Group of Companies. Carmen's has provided over 15,000 entertainment experiences during the past 30 years and is a staple of Hamilton's event management industry. In addition to its distinct banquet and conference centre, Carmen's recently opened the Best Western Premier C Hotel. For further details on Carmen's, visit www.carmens.com.

For further information and a media kit, please contact: Mark McSporran – mark@mcsporran.com

Our Vision

- Partnership: Hard Rock International and LiUNA
- Alignment between Hard Rock and Hamilton
- Highlighting the worlds of music and sports
 - 280 hotel rooms (raising the capacity of our city core)
 - Street level access to restaurants, lounges, sports bar
 - Live music lounge will feature local talent
 - Comedy club programmed by Comedy at Club 54
 - A Canadian Rock & Roll Museum
 - Waterfall Capital of the World interactive display
- 3% rate of addiction, \$90,000 income per year
- Pro-actively managing the addiction to gambling

Our Vision

- Melbourne, Calgary, Vancouver (EIU rankings)
- \$200 million in private investment (zero public funds)
- 700 construction jobs over a two year period
 - \$ 7 OLG Proceeds
 - \$ 3 Tax revenue
 - \$ 50 Payroll (1,200 permanent jobs – living wage, \$49k)
 - \$ 15 Purchases of local products and services
 - \$ 40 OLG proceeds to local healthcare
 - \$ 20 OLG proceeds to local education
 - \$ 8 OLG proceeds to local community services and social programs
 - \$ 3 OLG proceeds to responsible gaming programs
 - \$ 4 Ontario Trillium Fund in support of local arts and services
- \$150 million in annual economic activity
- Extra spin-offs: conventions, other hotels, restaurants, etc.




hard rock hotels
& casinos

| | | | |
|---------------|--------------------------|---------------|-----------------------------|
| 177 | hard rock venues | 6.0mm | facebook fans |
| 58 | Countries | 10,500 | hotel rooms |
| 30,000 | system-wide employees | 16,000 | gaming positions |
| 79mm | annual guest experiences | 74,000 | priceless memorabilia icons |
| 16.3mm | food covers per year | 20,450 | live music events per year |

set list








Highlights music and philanthropy as our brand differentiator. Leverages our global brand programs to drive awareness of Hard Rock Hotels

brand programs

- Pinktober - 13th year partnering to support breast cancer research
- Imagine - supports Why Hunger in partnership with Yoko Ono
- Hard Rock Rocks - global concert series
- Hard Rock Calling - annual music festival in London with 150,000+ attending over 3-days
- Hard Rock Records - record label and talent promotion
- Hard Rock Rising - global battle of the bands contest





tracks.
DOWNLOAD & DISCOVER

mix.
MIX BEATS LIKE A PRO

picks.
CHECK OUT A ROCK GUIT

EXPERIENCE HARD ROCK HOTEL'S
THE SOUND OF YOUR STAY™

A NEW MUSIC EXPERIENCE. ALL FOR FREE. EXPLORE SOUNDOFYOURSTAY.COM



BALI · BILOXI · CHICAGO · HOLLYWOOD, FL · MACAU · ORLANDO · PATAYA · PIRAMIO · PUNTA CANA · SAN DIEGO · SINGAPORE · TAMPA

OPENING 2012 CANCUN · PANAMA MEGAPOLIS · VALLARTA · RIVIERA MAYA

brand defining amenities

The Sound of Your Stay™

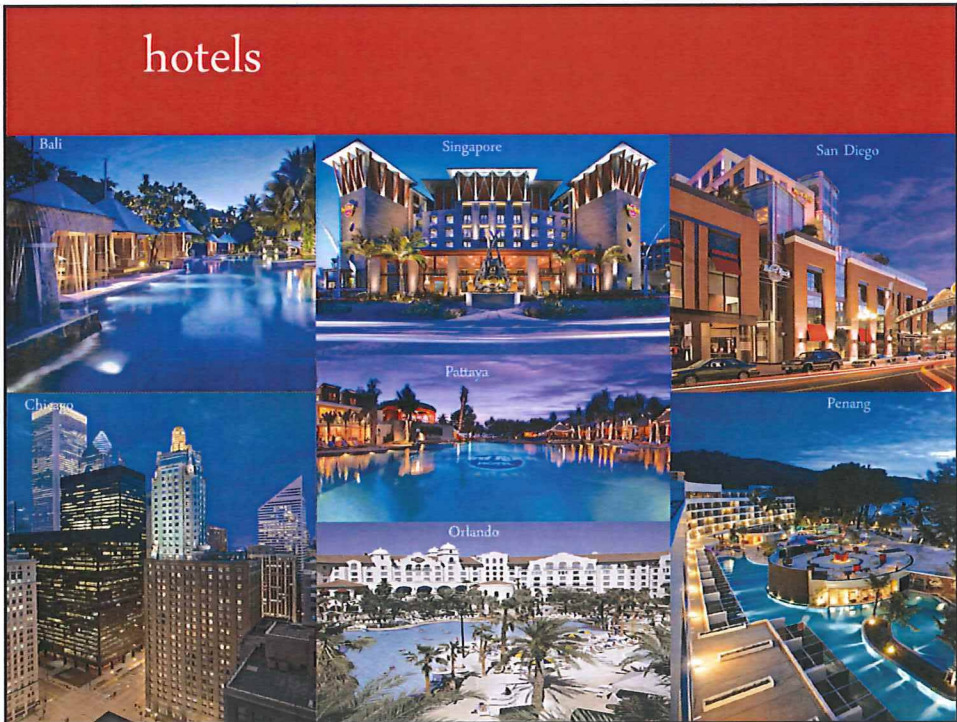
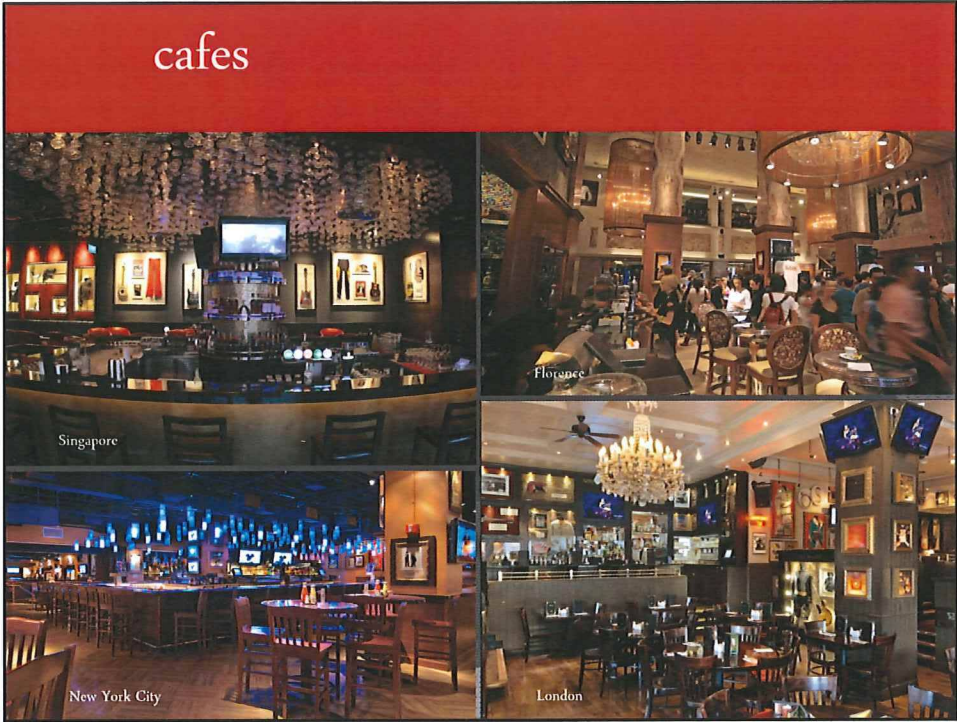
Sleep like a Rock™

Rock Spa® amenities

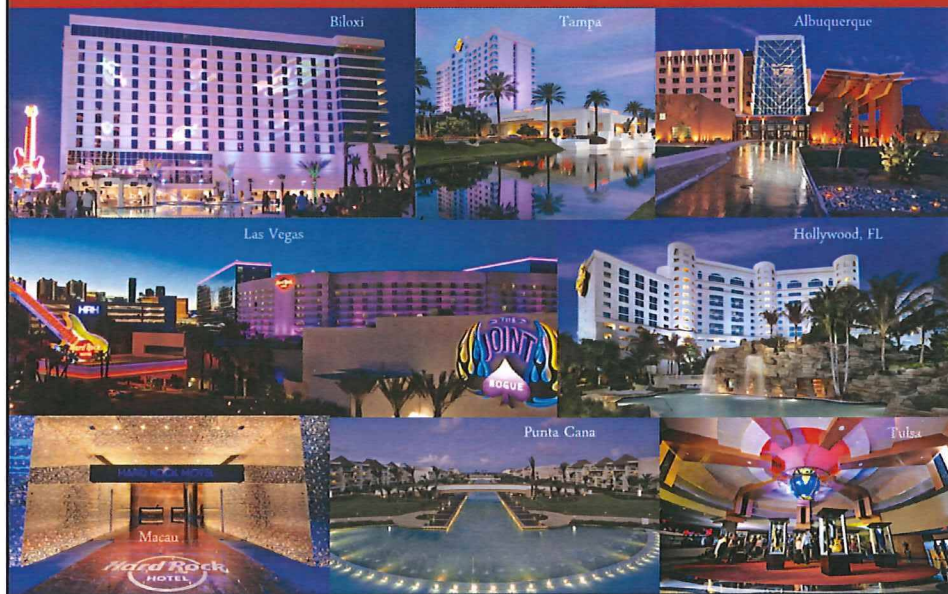
In-room collateral



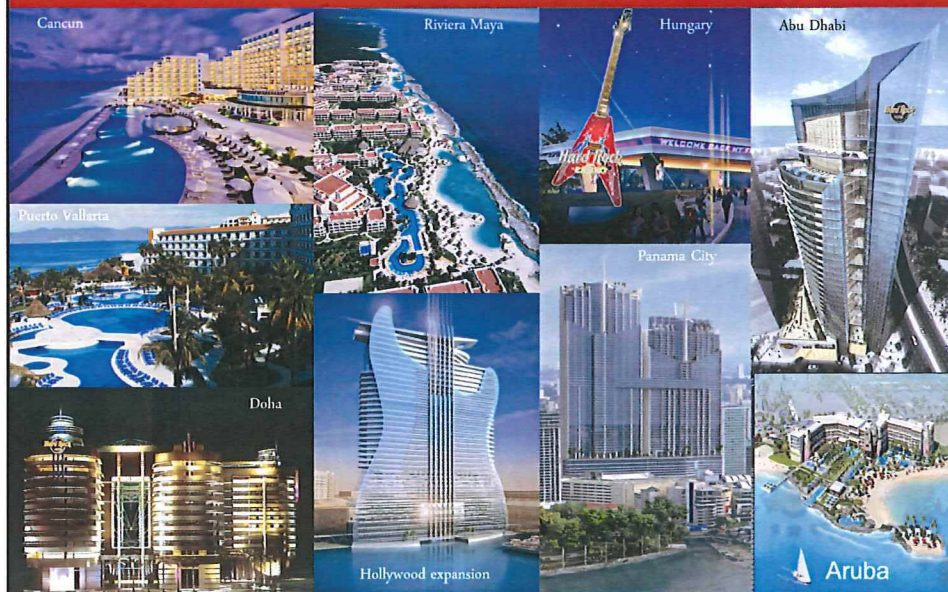
Fender Gibson



hotels & casinos



coming soon...



power of the brand

