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HARD ROCK PARK'S BACKSTAGE TOUR CELEBRATES 100,000 VISITORS

(Myrtle Beach, SC – January 31, 2008) – When the Leo family from Surfside Beach, walked through the doors of Hard Rock Park's Backstage Tour, they were greeted by CEO Steven Goodwin, along with a crowd of Hard Rock Park employees yelling "Congratulations!" To celebrate the 100,000 Rocker to enter the Backstage Tour, Hard Rock Park's interactive preview center, Frank and Brenda Leo along with children, Andrew (7) and Alex (4), received four annual passes, Led Zeppelin commemorative posters, and souvenir Hard Rock Park logo t-shirts and hats.

After being showered with balloons and cheerful congratulations, the stunned but ecstatic Leo Family began their personal tour to see what the world's first rock 'n' roll theme park is bringing to the Myrtle Beach destination.

"This is just amazing," exclaimed Brenda Leo, "My husband and I can't believe that we just received annual passes for our whole family!" As local residents, the Leo's said that their passes will be put to great use over the next 12 months. Hard Rock Park Annual Passes include free parking, special rates on Merchandise and Park Admission for friends and family and pay for themselves in a little over two and half visits.

"We are thrilled about the number of people who have walked through the doors of the Backstage Tour," stated Steven Goodwin, CEO of Hard Rock Park. "The fact that we have reached our 100,000 visitor in such a short period of time only reinforces the excitement that Hard Rock Park is generating. We're proud of the fact that we have near 100% approval rating from the 100,000 people all of whom have overwhelming told us that they are coming back after mid April to experience the World's First Rock 'n' Roll Theme Park!"

Free to the public, the Backstage Tour is available to visit up until the Park's opening. The 7,000-square-foot facility is divided into six interactive rooms representing the various "rock environs" within the Park: *All Access Entry Plaza, Rock & Roll Heaven, British Invasion, Lost in the 70's, Born in the USA* and *Cool Country*. Each room showcases several major rides and attractions and are outfitted with various pieces of memorabilia that will be incorporated into the Park.

The world's first rock n' roll theme park, Hard Rock Park, celebrates the spirit of the music with a 55-acre park on 140-acre development, containing more than 40 attractions for rockers of all ages, including roller coasters, shows, children's play areas, restaurants, cafes and retail stores, a multi-purpose live music amphitheatre, and ultra-modern sound system specifically developed for the project, creating a totally immersive full day experience.

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About Hard Rock Park:

HRP Myrtle Beach Operations, LLC, is designing, developing, and constructing; and will own and operate Hard Rock Park, an approximately 140-acre rock n' roll theme park in Myrtle Beach, South Carolina under a long term license agreement with Hard Rock International. HRP Myrtle Beach Operations LLC is a Partnership between the executive management team of Steven Goodwin, Felix Mussenden and Jon Binkowski, who designed and developed the park's concepts and will be responsible for building and operating the Park; FHTP, LLC, a group of prominent local investors and community leaders and a joint venture led by real estate developer Ziel Feldman and Amnon Bar-Tur, Managing Member of SafeHarbor Holding, LLC; from New York and Africa Israel Investment and Polar International Real Estate from Israel. For more information on Hard Rock Park, visit www.hardrockpark.com.