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HARD ROCK HOTEL & CASINO LAKE TAHOE ANNOUNCES HEADLINER FOR AMPLIFIED SUMMER MUSIC SERIES

STATELINE, NEV. – April 18, 2018 – Today, Hard Rock Hotel & Casino Lake Tahoe has announced that Ice Cube will headline its Amplified Summer Music Series, presented to you by KRLT 93.9 The Lake and sponsored by Bud Lite®. Hard Rock will release an additional three dates, rounding out to a minimum of four total music events this summer. The summer music series launches mid-Summer and concludes Labor Day weekend. The property will host top-name national artists in a newly constructed outdoor arena, bringing outstanding live music to the beautiful setting of Lake Tahoe.

AMPLIFIED SUMMER MUSIC SERIES



Headliner: *Ice Cube*

Opening Acts: *Everlast & Beastie Boys DJ Mix Master Mike*

Saturday, August 4, 2018

“We’re excited to launch our own summer music series to support the excitement and musical influences that the Hard Rock brings to the Lake Tahoe market,” said Alisa Mirabal, Vice President of Sales & Marketing, Hard Rock Hotel & Casino Lake Tahoe. “We’re thrilled about the eclectic and fun lineup we’re building, and we will be announcing more shows leading up to Labor Day to ensure Lake Tahoe’s summer music scene is better than ever!”

Coming to Lake Tahoe in August is the hip-hop icon, Rock & Roll Hall of Famer and N.W.A co-founder, Ice Cube. Having sold over 10 million albums as a solo artist, Ice Cube is back to work on his next album, *Everythangs Corrupt*. With multiple generations of fans, Ice Cube’s commitment to greatness has put him at the forefront of hip-hop’s expansion from local sound to global phenomenon and made him one of Hollywood’s most bankable, likeable names. “Whether you’re making music or you’re making a movie, you have to be great and make it memorable,” says Ice Cube.

Joining Ice Cube is the Grammy-winning singer/songwriter/rapper Everlast, one of music’s most successful, eclectic artists. After being discovered in the 1980s by gangster rap pioneer Ice T, Everlast had a successful run as the front-man of rap group House Of Pain, whose bone-crushing single “Jump Around” became one of the decade’s biggest songs. With his solo album, *Songs Of The Ungrateful Living*, Everlast shows he’s one of the most talented and diverse people to ever mix musical styles. DJ Mix Master Mike from the Beastie Boys will open the night ahead of Everlast and Ice Cube.

Tickets for the Amplified Summer Music series can be purchased online at: www.hardrockcasinolaketahoe.com. Tickets for Ice Cube’s show will be on sale Friday, April 27, 2018. Backstage Pass holders will be invited to a pre-sale 72 hours before tickets go on sale, which will be announced via the Hard Rock Hotel & Casino Lake Tahoe email list and mobile app. To sign-up to be notified regarding the ticket pre-sale, visit: <https://hardrockcasinolaketahoe.com/amplified-summer-music-series-pre-sale/>. The series will additionally feature VIP experiences for attendees to upgrade to for enhanced viewing and beverage options.

Please visit www.hardrockcasinolaketahoe.com for a full list of all upcoming summer entertainment and tickets.

ABOUT HARD ROCK HOTEL & CASINO LAKE TAHOE

The Hard Rock Hotel & Casino Lake Tahoe is a fully integrated gaming resort set between picturesque Lake Tahoe and the impressive Sierra Nevada Mountains, providing year-round enjoyment. The fully renovated property, owned by Paragon Gaming, reopened in 2015 with 539-rooms featuring balconies and Jacuzzi tubs, a 25,000 plus square-foot casino, world-famous retail store, multiple restaurants and bars, and an assortment of live-entertainment

both indoors and out.

For more information, visit www.hardrockcasinolaketahoe.com/nightlife-entertainment

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ABOUT PARAGON GAMING

Paragon Gaming and its affiliates are one of North America's leading destination resort developers. Established in 2000, Paragon Gaming heads landmark projects throughout North America, with special emphasis on developing and operating gaming destinations. Current projects include ownership and management of Edgewater Casino, a casino located in downtown Vancouver designed with a sole focus to providing gaming guests a playing haven, and is currently developing Parq Vancouver, a world-class resort casino in the heart of the entertainment district opening in the Fall 2017 that it will own and manage; ownership and management of Hard Rock Lake Tahoe Hotel & Casino, a fully integrated gaming resort set between picturesque Lake Tahoe and the impressive Sierra Nevada Mountains providing year-round enjoyment; management of Westgate Resort in Las Vegas, a newly renovated 2,950 room casino located next to the Convention Center; casino management of Hooters Las Vegas, 30,000-square feet of action-packed and themed gaming floor. The vast range of expertise allows Paragon Gaming to pursue multiple ventures and provides the necessary services to its various partners and projects.

ABOUT HARD ROCK INTERNATIONAL

With venues in 75 countries, including 180 cafes, 25 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, Cancun, Ibiza, Las Vegas, and San Diego. Upcoming new Hard Rock Cafe locations include St. Petersburg, Fortaleza, Wroclaw and Chengdu. New Hard Rock hotel, casino or hotel-casino projects include Atlanta, Atlantic City, Berlin, Budapest, London, Los Cabos, Maldives, New York City, Ottawa, Dalian and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.

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