



HARD ROCK PARK ABOUT US

Project: **Hard Rock Park**, the world's first rock 'n' roll theme park, is the first new major attraction to be built in the United States in nearly a decade. Hard Rock Park celebrates the spirit of rock 'n' roll through a myriad of more than 50 unprecedented, world class shows, rides and attractions, marking the single largest tourism investment in South Carolina's history.

Location: Spanning 55 acres, **Hard Rock Park** is located in beautiful Myrtle Beach, South Carolina. Myrtle Beach "America's Beach Playground" is one of the most popular family vacation destinations in the United States, with 14 million annual visitors. Hard Rock Park is a first-of-its-kind attraction that will boost the area's appeal and increase the number of travelers.

Park Design: **Hard Rock Park** features six distinct "rock environs" celebrating Rock's culture, lifestyle, legends and irreverence:

All Access Entry Plaza

People-friendly plazas provide vibrant shopping venues and public spaces designed in a blend of Mission and Warehouse styles. The entire Entry Plaza, inspired by the road's ends of the famed Route 66, engenders the sense of a journey - a uniquely American voyage that shares the same cultural underpinnings as the American art form that is rock 'n' roll.

Born in the USA

Salutes the birthplace and melting pot of Rock: a tapestry of exciting styles as diverse as the people that live from sea to shining sea.

British Invasion

The look and feel of London creates a backdrop to explore some of Rock's most influential artists and musical genres, inviting guests to celebrate rock 'n' roll -- English style!

Cool Country

Expresses a distinctively American form of music and its incredible lasting popularity, particularly in the South. Rock 'n' roll with a rebel yell!

Lost in the 70's

Step into a time warp where Britannia and Americana converge in eclectic mix of music, culture and fashion.

Rock & Roll Heaven

Celebrate rock 'n' roll's greatest legends in a tropical paradise where you can explore Rock's enduring spirit amidst the wild fun of the islands and the beach!

Ticket Pricing: General admission is \$45 for everyone - "rockers of all ages." Annual Passes for the park are \$150 with free parking and discounts on merchandise and food & beverages . Prices do not include taxes. Admission is free for children age three and under. Check out www.HardRockPark.com for special ticket prices and updates. Group rates are also available. Contact sales@hardrockpark.com for more information.

Executive Staff: Steven Goodwin
Chief Executive Officer and Chief Financial Officer

Felix Mussenden
President and Chief Operating Officer

Jon Binkowski
Chief Creative Officer

Key Management Staff: Mike Cross
SVP/General Manager

Chris Mackey
VP of Advertising and Communications

John Riggelman
VP of Operations

Opening Date: **Hard Rock Park** opened May 9, 2008.

Architecture: Some of the industry's leaders in themed ride and interactive technology have been enlisted to design, engineer and manufacture all major rides and attractions in **Hard Rock Park**. Manufacturers include:

Bolliger & Mabillard, the world leader in steel rollercoaster experiences;
Premier Rides, innovators of state-of-the-art rides and attractions;
Chance Morgan, icons in the themed & amusement attractions industry;
Vekoma, global amusement industry giant specializing in rides;
Huss Park Attractions, a market leader of amusement rides throughout the world;
Sally Corporation, the world's largest and most successful dark ride developer;
SCS Interactive, leader in interactive wet and dry play elements.

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