

Hard Rock Casino Hotel Punta Cana

Making A Splash In The Caribbean



BY SALLY FRIEDMAN

So you've endured as much of winter as you can stand. You're ready to ditch head colds, cold hands, cold feet and snow. Your body and soul need a lift.

You're looking for a place that's warm in all senses: weather, atmosphere, mood, vibe. And one that has gaming, too.

Don't waste a minute. Get your bags packed for the Hard Rock Hotel & Casino at Punta Cana in the Dominican Republic.

Located in the lush Southeast corner of the country, this first-ever all-inclusive Hard Rock in the Dominican Republic also is the Dominican's largest casino resort.

Surrounded by an unspoiled beach-front agricultural area, the resort is close enough to intriguing Santo Domingo to offer overnight excursions. That is, if you're willing to leave your luxe accommodations,

with oversized rooms, private balconies and five-star quality bathrooms.

Talk about making a splash in the Caribbean, this member of the iconic Hard Rock chain of 171 venues in 52 countries sprawls over 121 acres on Macao Beach. "This marks a major milestone for our brand that started with just a single café opening in 1971," says a justifiably proud Michael Shindler, Executive Vice

President of the company's Hotels & Casinos Division. "As we celebrated Hard Rock's 40th anniversary in 2011, we also look forward to our division's growth, while staying true to our music vibe and rock 'n roll roots," says Shindler.

Today, Hard Rock is synonymous with the best in entertainment and atmosphere, and the property in the Dominican Republic reflects that legacy.



Rock Star Suite

HARD ROCK CASINO HOTEL PUNTA CANA



The 1,800-room resort has its share of iconic music memorabilia, the trademark of the Hard Rock brand. Entertainment rocks day and night, and when you've had your fill, you return to luxurious accommodations that include in-room double Jacuzzis, 24-hour room service, and endless decorative and design amenities.

Or you could head for the outdoor Venetian canal-style aquascape including no less than 12 expansive pools, four swim-up bars, and three kids pools with those heart-stopping flume waterslides.

You can check out the memorabilia all around the resort, including Elton John's hand-painted piano, Tommy Lee's Motley Crue silver space ship outfit and even Jimmy Hagar's 1926 hot rod.

Consider the gastronomic possibilities in a resort with nine international restaurants, from the most elegant steakhouses and themed restaurants, to a true deli.

Throw in a 60,000 square foot world-class therapeutic spa and workout facility with 48 massage and treatment rooms, and the most complete hydrotherapy circuit in the Caribbean, and you can definitely afford to splurge on dessert.



A Jack Nicklaus-designed Cana Bay Palace Golf Club meanders through the landscape, and the indoor landscape is replete with those rock 'n roll artifacts that are priceless. Don't miss those from Jimmy Hendrix, the lead singer from Metallica and from Katy Perry, who has a fabulous concert dress on display at the property.

And then there's the casino that's part of the Hard Rock Hotel & Casino's name at Punta Cana. And this is no ordinary gaming Mecca.

Eddie Lynn, General Manager of the property's state-of-the-art casino, knows resorts and casinos. He's



spent more than 36 years in hospitality and international gaming, and was in on the ground floor of the Hard Rock Punta Cana casino's planning and development.

"I've been in a lot of places, from England to the Middle East and Paradise Island, and I can honestly say that this casino is unique," says Lynn.

Indeed it is.

With its limestone interior trim, the 48,000 square foot venue is a wonderland for all gamers. There's a high-limit poker room, along with a race and sports book, 40 gaming

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HARD ROCK CASINO HOTEL PUNTA CANA

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tables and nearly 400 slots. That makes the casino a flashpoint for the resort, and gamers love it.

But the wonders go on and on.

Hard Rock/Punta Cana has recently opened its latest attraction, the Oro Nightclub/discothèque. In November of 2011, this new gem of the Caribbean, managed by MMG Nightlife, and the see-and-be-seen hot spot, began dazzling guests.

Oro's 14,000 square feet space is divided into two levels, one a dance floor, one a mezzanine. Funktion One Sound resonates throughout, and a dramatic two-story LED wall with over 300 individual LED screens makes this nightclub absolutely energize and awaken the senses.

Oro was designed by the same team that worked its magic at some landmark clubs like the LIV nightclub in Miami Beach where celebrities cavort, and the LIV in the Miami Dolphins stadium.

The club also has 37 VIP tables, top premium liquor bottle service and an international team of waitstaffers.

Perhaps some of the highest praise



for the property comes from someone who knows his way around casino resorts. Aubrey Zidenberg, President of Casino Amusements Canada, a veteran in international casino marketing for more than 35 years, is an avid fan.

"This is a junket player's paradise ...It's got something for everyone," says Zidenberg, noting that the resort is a "Hard Rock City" and an equal opportunity destination for couples, families and singles, too.

Best of all, guests and experts like Aubrey Zidenberg report that along with the world class service and accommodations, the restaurants and the clubs, there's another

bonus at Hard Rock Punta Cana. It's a little harder to define, but it's easily felt.

The place has...the beat. The vibe. The feel-good/dance/and yes, that old rock 'n roll feeling.

And that may just be its greatest gift of all.

For more information about Hard Rock Punta Cana Junkets and the complete player experience see sidebar on page 21.

For complete information about the Hard Rock Hotel and Casino in Punta Cana, Dominican Republic, visit <http://www.hardrockhotelpuntacana.com>.

