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**HARD ROCK INTERNATIONAL PARTNERS WITH THE GO-GO'S TO
LAUNCH ROCKTOBERFEST
*Global Initiative to Benefit Breast Cancer Research***

*Limited-Edition Collectable Hard Rock Pin and Live Music Events Worldwide
To Aid in the Fight Against Breast Cancer*

Orlando, Fla., October 2006 – Rock out for a cause during Rocktober at Hard Rock Cafes worldwide! Hard Rock International has joined forces with The Go-Go's in an effort to raise awareness and money to aid in the fight against breast cancer. Through the proceeds of a special limited-edition Hard Rock Breast Cancer Awareness Pin, Hard Rock will donate 100 percent of net profits to breast cancer research organizations. In the United States, proceeds will benefit the Dr. Susan Love Research Foundation, and abroad, local breast cancer research organizations will be chosen as beneficiaries. In addition, Hard Rock Cafes worldwide will be hosting Rocktoberfest – live music events featuring popular and up-and-coming female artists – throughout the month of Rocktober (October) to raise additional funds for this worthy cause.

“Philanthropy is an integral part of Hard Rock culture,” said Sean Dee, Chief Marketing Officer, Hard Rock International. “In past years, we’ve donated hundreds of thousands of dollars to breast cancer research, and this year, we are raising the bar with the global Rocktoberfest initiative by doing what we do best – rockin’ – and raising funds for worthy causes.”

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Rocktoberfest ... add one

The Go-Go's recently performed for a packed crowd at the Hard Rock Hotel in Orlando, playing their classic hits that have influenced a whole new generation of pop stars, including "Our Lips Are Sealed," "We Got the Beat" and "Vacation." In addition to their appearance at Hard Rock, the Go-Go's, who are celebrating the 25th Anniversary of the release of their landmark debut "Beauty and the Beat," graciously recorded a Public Service Announcement for Hard Rock International's Rocktoberfest awareness campaign.

"Breast cancer is something that has touched each one of us in some way, whether it be through a family member, a friend or a fan," said Belinda Carlisle, of the Go-Go's. "We are honored to be part of Hard Rock International's initiative to raise funds and awareness for this life-threatening disease through the month of Rocktober!"

Collectible Pink Pins

Beginning October 1, the symbolic 2006 Hard Rock Breast Cancer Awareness pin will be sold exclusively at select Hard Rock International properties worldwide, including Cafes, Hotels and Casinos, and on www.hardrock.com for \$11.00. The pin features an acoustic guitar bearing the iconic pink ribbon, a symbol for breast cancer, along with the message "Stop Breast Cancer for Life."

Rocktoberfest

In support of Breast Cancer Awareness Month, cafes throughout the global Hard Rock network will prove that women rock! Live music events will be held throughout Rocktober and proceeds from these events will be donated to the Dr. Susan Love Research Foundation and individual local charities abroad.

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Rocktoberfest ... add two

Rocktoberfest artists performing in U.S. cafes include Alexa Ray Joel, Toby Lightman, The Randies, The Duhks, Liz Berlin, the Thrusters and Slacktone. Across the pond, popular songstresses including Melanie C, Bonnie Tyler and Keisha White are poised to take the stage in Rocktober at Hard Rock Cafes in Europe.

Drink Pink

Hard Rock Cafes worldwide will also feature “Pink Drinks” during Rocktober, with a portion of the sale from each delicious libation also benefiting the charity. Choice cocktails include a Blush Martini with SKYY Berry Vodka, Pink Sunset with 1800 Silver Tequila, Ruby Red with ABSOLUT RUBY RED Vodka, and a favorite, the Cosmopolitan with ABSOLUT CITRON.

About Dr. Susan Love Research Foundation

The Dr. Susan Love Research Foundation's mission is to eradicate breast cancer within our lifetime and to improve the quality of women's lives through innovative breast cancer research, education, and advocacy. To learn more about the Dr. Susan Love Research Foundation, visit www.dsllrf.org

About Hard Rock International

With 124 high-energy Hard Rock Cafes, seven Hotel & Casinos and one stand-alone Casino in 43 countries, Hard Rock International is one of the world's most globally-recognized brands. 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. Hard Rock International, Inc. is owned by The Rank Group Plc (RNK.L). For more information on Hard Rock, visit www.hardrock.com.

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