

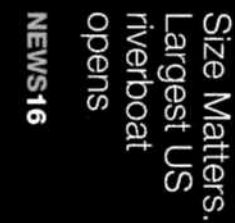
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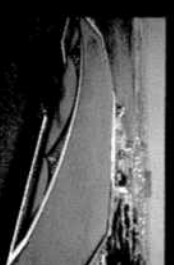
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Having been touted for some years now, EuroVegas, the ambitious plan to build a mega casino resort in Hungary, is to go ahead with its developers teaming up with Hard Rock to bring the project to life. As **Phil Martin** reports, it is the second Las Vegas sized casino to get the go ahead in the country in the last six months.

EuroVegas set to rock after all

THE 5-STAR
HUNGARY

The second super casino sized project has been announced in Hungary where Euro Vegas, a project bounded around the industry for several years is to team up with the Hard Rock brand for a 2012 opening.

EuroVegas Hungary, owned by Asamer Group and Supersberger Group, already owns the 828 acres of land on which the project will be developed as well as a casino licence awarded by the Hungarian government that allows for the operation of up to five Category 1 casinos with an unlimited number of slots and tables for a 20 year term with a 10 year extension possibility.

Hard Rock Hotel and Casino Hungary aims to be a premium integrated world-class resort and will be located in the northwestern part of the country, immediately adjacent to the Austrian and Slovakian borders. It will be developed as a premier entertainment resort, combining a variety of Vegas-style games, entertainment, accommodation, dining and shopping.

It will boast more than 600 guestrooms, including a variety of suites such as the brand's Rock Star Suites, which are tailored and customised for the rock star at heart. The new location will also feature a Hard Rock Casino providing a Vegas-style gambling experience with a variety of options of



table games and slot machines. Additional amenities will include a pool and deck for lounging and entertainment, a Rock Spa for relaxing and detoxing, and a Rock Shop, where guests can check out the brand's authentic

rock 'n' roll gear and merchandise. Additional highlights will also include signature restaurants and bars, a convention center, concert venue, nightclub, high-end retail shopping and over 2,500 parking spaces.

Jim Allen, chairman of Seminoe Hard Rock Entertainment, said: "We are thrilled to announce plans for Hard Rock Hotel and Casino Hungary, and we are equally enthusiastic about the opportunity to join in an

agreement with EuroVegas Hungary Ltd. Hungary is the perfect location for Hard Rock to continue building on its base of world-class hotel and casino properties, and this development will facilitate further expansion of the

Hard Rock brand in Europe." With a total of 152 venues in 52 countries, including 126 cafes and 10 Hotels/Casinos, Hard Rock is a brand ideally situated in destinations with unique character and tourist appeal. The properties cater to the evolving and distinctive needs of today's savvy traveller, who, the company suggests, seeks a reprieve from traditional, predictable properties. Hard Rock Hotel and Casino Hungary will offer a stylish and modern design, unparalleled service and the singular thread that unites them all - music. Located a short distance from Vienna, Austria, Bratislava, Slovakia and Budapest, Hungary, Hard Rock Hotel and Casino Hungary wants to become the 'must experience' destination in Europe.

It will face a challenge domestically from Plaza Centers' Dream Island, a project in Budapest, which will include approximately 3,000 hotel rooms, 200 gaming tables and over 4,000 slot machines. It is set to open between 2012 and 2014.

Alfred Supersberger, co-chairman, of EuroVegas Hungary, said: "We are convinced that Hard Rock International is the ideal partner for our project. Hard Rock International stands for a perfect combination of entertainment and success, having excellent expertise in operating a large world-class hotel and casino as well as offering a unique experience to our guests."



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