



SACRAMENTO
AT FIRE MOUNTAIN

HARD ROCK HOTEL & CASINO SACRAMENTO AT FIRE MOUNTAIN ANNOUNCES PARTNERSHIP WITH SACRAMENTO REPUBLIC FC

SACRAMENTO, Calif. – June 12, 2019 – Hard Rock Hotel & Casino Sacramento at Fire Mountain, slated to become the premier entertainment destination in Northern California once open in fall of 2019, is pleased to announce its title sponsorship of the Sacramento Republic Football Club (FC).

“We are thrilled to partner with local Sacramento sports teams, such as the Sacramento Republic FC and build strong bonds within the local community as we near our slated opening this fall,” said Anika Gaskins, vice president of marketing, Hard Rock Hotel & Casino Sacramento at Fire Mountain. “We are also pleased to announce, that through our partnership with Republic FC, fans will be able to win prizes and partake in give-a-ways and other exciting opportunities during the team’s upcoming season.”

Sacramento Republic FC is an American professional soccer team, based in Sacramento, California. They play in the Western Conference of the USL Championship and are currently in exclusive negotiations to become the next Major League Soccer franchise and play in the top United States league. Their home games are played at Papa Murphy’s Park but would be slated to move to a brand-new downtown stadium being built in the Sacramento Railyards.

“An exciting global brand like Hard Rock is a great addition to the growing entertainment scene in our region and is another vote of confidence in what we are all building in Sacramento,” said Ben Gumpert, Sacramento Republic FC president & COO. “This partnership will give us the opportunity to provide our fans with unique and exclusive experiences at the new resort, and we look forward to the opening this fall.”

Situated in the North Sacramento Valley, the highly-anticipated Hard Rock Hotel & Casino Sacramento at Fire Mountain will offer the latest in live music and entertainment, hospitality, world-class gaming and exceptional cuisine. It will feature a hotel with multiple suite offerings, a large gaming facility with over 1,800 slot machine and table game positions, along with an outdoor pool and deck area, large meeting space and a great selection of bars and restaurants. The property also includes signature brand amenities like the Rock Shop® and Body Rock® fitness center.

For more information about Hard Rock Hotel & Casino Sacramento at Fire Mountain, visit hardrockhotelsacramento.com.

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About Sacramento Republic FC

Sacramento Republic FC is a record-breaking USL Championship franchise and the 2014 USL Cup champion. Through an unrivaled level of support from its fans and community, the club is leading a movement to secure MLS rights and build a soccer-specific stadium in Downtown Sacramento. Launched during Sac Soccer Day in 2013, Republic FC exists to make the Sacramento region into the most inspiring, energetic and rewarding place to live, work and play through the beautiful game. For more information, visit SacRepublicFC.com.

About Hard Rock Hotel & Casino Sacramento at Fire Mountain

Set to open in fall 2019, Hard Rock Hotel & Casino Sacramento at Fire Mountain will feature the latest in live music and entertainment, hospitality, world-class gaming and exceptional cuisine. The property will be Hard Rock's first Vegas-style casino in California and will offer a hotel with multiple suite options, a large gaming facility with more than 1,800 slot machine and table game positions, along with an outdoor pool and deck area, large meeting space and a vast selection of bars and restaurants. The property will also include signature brand amenities like the Sound of Your Stay® in-room music program, a Rock Shop® and a Body Rock® fitness center. Additionally, the project marks a historic partnership between two Native American Tribes – The Seminole Tribe of Florida, owners of Hard Rock International, and Enterprise Rancheria. Owners of the Hard Rock Hotel & Casino Sacramento at Fire Mountain property, the Estom Yumeka Maidu Tribe of the Enterprise Rancheria is a sovereign Native American Nation offering diverse tribal government services and programs that improve the quality of life for its some 1,000 tribal citizens and surrounding communities in Northern California. For more information on Hard Rock Hotel & Casino Sacramento at Fire Mountain visit www.hardrockhotelsacramento.com.

About Hard Rock®

With venues in 73 countries including 184 cafes, 237 Rock Shops®, 28 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 most valuable 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 available in Rock Shops and online at <https://shop.hardrock.com>. HRI owns the global trademark for all Hard Rock brands including Hard Rock Live® performance venues. 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 entity The Seminole Tribe of Florida. Other exciting Hotel & Casino locations include Atlantic City and Punta Cana. Hard Rock Hotels are located in vibrant city and resort destinations such as Bali, Cancun, Daytona Beach, Desaru Coast, Ibiza, London, Orlando and Shenzhen. Upcoming new Hard Rock Cafe locations include Piccadilly Circus in the United Kingdom, Kathmandu, Nepal, Kyoto, Japan, Asuncion, Paraguay and Chandigarh, India. New Hard Rock Hotel, Casino or Hotel & Casino projects include Amsterdam, Berlin, Budapest, Dublin, Los Cabos, Madrid, Maldives, New York City, Ottawa, Sacramento, Dalian and Haikou in China. In 2018, Hard Rock International was recognized as a Forbes Magazine Top Employer for Women and Land Operator of the Year at the Global Gaming Awards. In 2019, Hard Rock International was honored as one of Forbes Magazine's America's Best Large Employers. For more information on Hard Rock International visit www.hardrock.com.