

FOR MORE MEDIA INFORMATION:

SAMANTHA SCHMIDT/JILL CHANDLER • THE ZIMMERMAN AGENCY • 850.668.2222 • JCHANDLER@ZIMMERMAN.COM
EVAN ZEPPUS • LAUGHLIN CONSTABLE • (414) 270-7283 • EZEPPUS@LAUGHLIN.COM



**HARD ROCK INTERNATIONAL ANNOUNCES COLLABORATION
WITH MENOMINEE TRIBE FOR CASINO PROJECT IN WISCONSIN**

WORLD CLASS ENTERTAINMENT DESTINATION TO BE LOCATED IN KENOSHA

Orlando, Fla. – October 10, 2013 – **Hard Rock International** – owner of one of the world’s most iconic and recognized brands – announced today its alliance with the Menominee Indian Tribe of Wisconsin to develop, brand and manage their proposed regional entertainment destination located in Kenosha, Wisconsin. The proposed project would be developed in conjunction with the Osceola Group out of Naples, Fla., and designed to draw visitors from throughout the region. The project is expected to create more than 5,000 direct and indirect jobs in addition to generating significant economic benefits for the state of Wisconsin, including an estimated 600 million total in projected payments to the state over the course of the pre-approved compact with the state.

“Hard Rock International is thrilled to collaborate with the Menominee Tribe to create a true regional entertainment destination, which will become an important economic engine for the Menominee and Wisconsin,” said Jim Allen, chairman of Hard Rock International. “We look forward to lending our global recognition, strong financial capabilities and proven experience to this project.”

“Hard Rock is an internationally recognized, value-added brand known for high quality offerings and world-class entertainment by people across the globe,” said Craig Corn, chairman of the Menominee Tribe. “Bringing Hard Rock to Wisconsin and adding them to our team greatly elevates the excitement around this project and will make it even more attractive and successful as an entertainment destination, particularly to people visiting from Illinois and beyond.”

In addition to creating thousands of jobs and providing millions of dollars in new annual revenue for the state, the proposed facility is projected to generate more than \$19 million annually for the City of Kenosha, Kenosha County and local schools. The new facility would include a mix of gaming and non-gaming amenities unique to the region with a focus on providing an unparalleled entertainment experience to its guests. If approved, the project will also mean financial stability for one of the state’s poorest tribes and guarantees a “local-first” hiring policy and vendor program to ensure the region’s residents and businesses benefit directly from the project.

Internationally recognized as a world-class entertainment and lifestyle brand, Hard Rock Hotels & Casinos offer stylish and contemporary design, unparalleled service and the thread that unites them all – music. Hard Rock’s current Hotel and Casino portfolio is located in the world’s most desirable resort destinations, as well as urban gateway cities. The dynamic properties cater to the evolving and distinctive needs of today’s cosmopolitan, modern travelers, who seek a reprieve from traditional, predictable accommodations, whether for business or leisure travel, and who connect with the authentic and powerful Hard Rock vibe.

For more information or to book a stay at any of the Hard Rock Hotels & Casinos, please visit www.hardrockhotels.com.

###

About Hard Rock International

With a total of 175 venues in 54 countries, including 138 cafes, 18 hotels and 7 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 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. HRI owns the global trademark for all Hard Rock brands. 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 company The Seminole Tribe of Florida., as well as other exciting locations including Bali, Biloxi, Chicago, Cancun, Las Vegas, San Diego and Singapore. Upcoming new Hard Rock Cafe locations include Johannesburg, San José, Chennai, Istanbul and Tenerife. New Hard Rock Hotel projects include Ibiza, Daytona Beach, Palm Springs, Aruba, Riviera Maya, Abu Dhabi and Shenzhen and Haikou in China. New Hard Rock Casino projects in development include Hungary and Northfield, OH. For more information on Hard Rock International, visit www.hardrock.com.

About the Menominee Tribe’s Proposed Kenosha Casino

The Menominee Tribe’s proposed entertainment center and casino at Kenosha’s shuttered Dairyland Greyhound Park means more than 5,000 new direct and indirect jobs and a major attraction for people from Illinois. The project will generate more than \$35 million in annual new revenue for the State of Wisconsin and over \$19 million annually for local governments and schools in Kenosha County. It also means a future of economic self-sufficiency for one of the state’s poorest Tribes. After numerous public hearings, two successful referendums, many letters of support, hours of meetings and thousands of pages of submissions, the Kenosha plan has received [preliminary approval](#) from the U.S. Department of Interior’s Bureau of Indian Affairs. Now, it needs Gov. Scott Walker’s approval to move forward. More information is available at www.CasinoKenosha.com, on [Facebook](#) and [Twitter](#).

About the Menominee Indian Tribe of Wisconsin

The [Menominee Indian Tribe of Wisconsin](#), based in Keshena in Menominee County in northern Wisconsin, has existed in what is now Wisconsin and upper Michigan for centuries. The Tribe, one of Wisconsin’s poorest, has 8,700 enrolled members and operates numerous social service, educational and health programs for its members. The Tribe also operates the small

[Menominee Casino-Bingo-Hotel](#) on its Reservation. In the early 1800s, the Menominee occupied a land base estimated at 10 million acres; however, through a series of treaties with the U.S. government during the 1800s, the Tribe witnessed its land base erode to little more than 235,000 acres today. The Tribe experienced further setbacks in the 1950s when Congress passed the Menominee Termination Act, which removed federal recognition over the Tribe and threatened to deprive Menominee people of their cultural identity. The Tribe won back federal recognition in 1973 through a long and difficult grassroots movement, but has yet to overcome the economic damage wrought by this devastating period in its history.

About the Osceola Group

The Osceola Group of companies was formed by Seminole entrepreneur, OB Osceola Jr. It is the culmination of a dream and ambitious vision that combines several diverse ventures under one umbrella. The group's portfolio is wide-ranging, but they share one thing: a deep commitment to quality and bringing opportunity to Native and Non-Native businesses. The Osceola Group parents four subsidiary companies: Osceola Group Development, Osceola Group Construction, Osceola Group Insurance and Osceola Group Marketing. Currently work from these companies can be seen all across the nation. OB Osceola Jr. is a proud member of the Seminole Tribe of Florida and he personally oversees many of the projects within the various companies. More information is available at OsceolaGroup.com.