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REVERB®

— BY HARD ROCK —

REVERB BY HARD ROCK: A NEW GENERATION OF MUSIC-CENTRIC HOTELS IS BORN

Reverb by Hard Rock Partners with Bolton Atlanta, LP and Hotel Equities to Launch Inaugural Hotel in Atlanta

HOLLYWOOD, Fla. — Nov. 12, 2018 — Hard Rock International is proud to announce Reverb by Hard Rock – the brand’s entrance into the select service hotel category. The new collection of music-centric hotels will be designed as contemporary hubs where modern music lovers can connect and create. With innovative technology woven throughout its core DNA, the brand will prove that tech makes everything easier. In February 2020, Reverb will heat up the Atlanta market with its first property adjacent to the Mercedes-Benz Stadium.

“Reverb by Hard Rock will spotlight the guest in a whole new way and create a place for those who eat, sleep and breathe music to unite and collaborate,” said Todd Hricko, senior vice president, global hotel business development for Hard Rock Hotels. “Atlanta is the perfect location for our first Reverb, as it is rich in music history, spanning from the greats like Ray Charles and the Black Crowes to current popular artists like Ludacris, Usher, Ciara and John Mayer.”

The new property will be developed and managed in tandem with Atlanta-based companies Bolton Atlanta, LP and Hotel Equities (HE). Located in the growing neighborhood of Castleberry Hills, in downtown Atlanta, the upcoming hotel is positioned to become a key hub in the neighborhood, enabling guests to sample the local culture, restaurants and bars, or experience the city’s hottest concerts, shows and sporting events — all within walking distance of the stadium.

“We’re proud to announce our collaboration with Hard Rock International in launching the inaugural Reverb by Hard Rock,” said Frank Chen, chief operating officer of Bolton Atlanta, LP. “The area’s energetic atmosphere and history of embracing artistic endeavors aligns well with the Reverb by Hard Rock hotel product.”

The Atlanta hotel will have nearly 200 rooms featuring contemporary accommodations, exciting amenities and public spaces designed for tuning in to what’s going on. Whether traveling solo or exploring with the pack, everyone will find the perfect place to rest and relax. All standard King & Double Queen rooms feature stylish and comfortable furnishings, state of the art technology, fan-inspired artwork and signature showers. Travelers can also experience the Roadie Room which includes six queen bunk beds and plenty of space for everyone to crash and chill.

The communal spaces will create the perfect place to socialize, like Constant Grind Coffee and Bar, which serves guests’ favorite French press or pour over in the morning and a curated selection of wines and spirits at night. Guests can also check out the panoramic views from the hotel’s rooftop bar on the way to explore the city or enjoy a nightcap after sightseeing. The amenities don’t end there —

guests can also experience live musical performances, share ideas in the large co-working space, MEET, and get pumped at the multi-functional work-out space.

"Atlanta is thrilled to debut Hard Rock's first Reverb property, adding to the hotel inventory for guests visiting the city," said William Pate, president and CEO, Atlanta Convention & Visitors Bureau. "Reverb by Hard Rock will enhance our walkable convention and entertainment district with new accommodations near restaurants, Mercedes-Benz Stadium, Georgia World Congress Center and Downtown attractions."

Other parties involved in the development are Batson-Cook (general contractor), Gensler Group (architect) and Horwath HTL (consultant).

Reverb by Hard Rock will set the stage as the next generation of music-centric hotels created for those who refuse to settle for the ordinary by providing a pipeline for their artistic inspiration and creativity to flourish. For more information, email reverb@hardrock.com.

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About Reverb by Hard Rock

Reverb by Hard Rock is a new select service hotel designed for the modern music lover; a sanctuary for the eclectic, a place where fans meet and experience a melting pot of music culture. The hotel features a modern, urban design package, traveler-friendly integrated technology and programming focused on local music, food and lifestyle. Hard Rock has been celebrating the spirit of rock 'n' roll for almost five decades, with Reverb they shine the spotlight directly on the fans. Situated adjacent to Mercedes-Benz Stadium in the heart of Atlanta, Reverb's first hotel provides an amplified guest experience for sports and entertainment fans visiting the city. Music brings people together, now they have a new place to stay. Explore more by emailing reverb.atlanta@hardrock.com.

About Hotel Equities

Hotel Equities is an Atlanta-based full-scale hotel ownership, management and development firm operating 100+ hotels throughout North America. Frederick W. Cerrone, CHA, Serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. For more information, visit www.hotelequities.com.

About Bolton Atlanta, LP

Bolton Atlanta LP is an Atlanta based real estate development entity comprised of experienced developers and prestigious partners to carry out the development of Castleberry Park, an impressive mixed-use project consisting of an 11-story upscale Hard Rock brand hotel, a multi-level deck with more than 375 parking spaces, 129 luxury units in 3 apartment buildings and multiple high exposure A+ retail store locations. Located immediately adjacent to the Mercedes Benz Stadium, Castleberry Park aims to generate economic and social benefits by attracting global talents and investments, promoting the prosperity of downtown Atlanta, creating more job opportunities, and producing superior risk-adjusted returns.