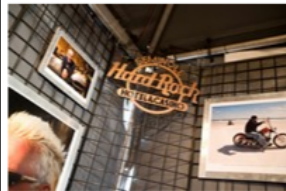


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March 30, 2009

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NEW ORLEANS—March 30, 2009—The Seminole Hard Rock Roadhouse announced it will be featured at the Easyriders V-Twin Bike Show to help kick off the first annual New Orleans Bike Week from May 6-10, 2009. In addition to showcasing some of the best bikes from the industry's biggest names, the Roadhouse will feature some new additions, including a collection of customized Hard Rock Fender guitars that were debuted during Daytona Bike Week.

The Beach Cruiser



In honor of the long-standing relationship between motorcycles and rock-and-roll, the Hard Rock Fender guitars will be on display exclusively at the Hard Rock Roadhouse. Guitars were customized by some of the motorcycle industry's most recognizable talent including:

Ami James of Love Hate Choppers
Athena "Chickie" Ransom of Vagabond Choppers
Bill Dodge of Bling's Cycle
Christian Clayton of Sucker Punch
Sally's Dave Perewitz of Perewitz Cycle
Fabrication Eddie Trotta of Thunder Cycle Design
Keino Sasaki of Keino Cycles
Pat Patterson of Led Sled Customs
Paul Cox of Paul Cox Industries
Paul Wideman of Bare Knuckle Choppers
Russell Mitchell of Exile Cycles
Steve Broyles of Stevenson's Cycle
Taber Nash of Nash Motorcycles

Of course, the Roadhouse wouldn't be complete without custom motorcycles. Attendees will have the opportunity to see the latest works from some of the world's hottest custom bike builders. The photography exhibit will feature work from world-renowned motorcycle photographer Michael Lichter, Josh Kurpius and others. A traditional rock'n'roll Hard Rock Guitar Smash will kick off the New Orleans Bike Week on Thursday at the Morial Convention Center.



"We're excited to support and be part of New Orleans' first annual Bike Week," said Carrie Repp, producer of the Hard Rock Roadhouse and owner of R&R Promotions. "We're working with some of the best in the industry including New Orleans Harley-Davidson, Broken Spoke, BikeWeek.com and Easyriders Bike Show Tour to put New Orleans back on the map of the country's best motorcycle rallies."



The Seminole Hard Rock Roadhouse will be open daily during Bike Week. For more information on the Seminole Hard Rock Roadhouse and New Orleans Bike Week please visit www.hrroadhouse.com, www.easyriderevents.com,

www.bikeweekneworleans.com, www.neworleansh-d.com and www.hurricaneh-d.com