

Hard Rock Hotel Cancun Selects Encore Event Technologies as Exclusive On-Site Technology Provider

Arlington Heights, IL — June 15, 2016 – **Freeman**, the leading global provider of brand experiences today announced that Encore Event Technologies, its leading hospitality provider for advanced event technology solutions, and the Hard Rock Hotel Cancun recently announced an exclusive contract for Encore to be the sole provider of on-site event technology.

The announced contract enlists Encore to provide on-site event technologies, rental presentation equipment, rigging, stage decor, wedding packages and other innovations, such as SitePLUSTM iPad Rendering Services and VivienTM Rendering Software. Encore will also offer its CumulusTM Meeting App as a free customizable tool for meeting planners at the Hard Rock Hotel Cancun location. Encore's services will support Hard Rock Hotel Cancun's 16,000 square feet of meeting space with a consistent, exceptional audiovisual customer experience that is standard from hotel to hotel and for conferences, meetings and conventions of all sizes.

"Our partnership with Encore will provide exceptional event technologies and seamless customer service to all Hard Rock Hotel Cancun meetings and events moving forward," said Enrique Martin Del Campo, Vice President, Business Development, Hard Rock Hotel Cancun.

This agreement increases Encore's strategic presence in Mexico and the Caribbean to over 75 hotel locations. Additionally, Encore provides exclusive on-property event technology services at Hard Rock locations in San Diego, Las Vegas and Lake Tahoe.

About Encore Event Technologies

Encore Event Technologies is the leading provider of unique, creative and technically innovative in-house audiovisual services for hotels, conference centers and resorts throughout the United States. A part of Freeman, the world's largest brand experience company, Encore partners with hotels and event planners to develop optimum ways to deliver event experiences with maximum impact utilizing cutting-edge technology. With state-of-the-art equipment and hospitality minded, technology professionals, Encore sets the event technology pace for all competitors in the industry. For more information, visit www.encore-us.com or call 1-800-836-8361.

About Hard Rock International

With venues in 68 countries, including 162 cafes, 23 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 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, Chicago, Cancun, Ibiza, Las Vegas, Macau and San Diego. Upcoming new Hard Rock Cafe locations include San Juan, Reykjavik and Gran Canaria, Spain. New Hard Rock Hotel projects include Atlanta, Berlin, Daytona Beach, Dubai, Los Cabos, Tenerife, Abu Dhabi, and Shenzhen and Haikou in China. For more information on Hard Rock International, visit www.hardrock.com.

About Freeman

Recognized by *Advertising Age* as one of the world's largest brand experience companies, Freeman uses the power of integrated digital and live brand experiences to move markets, connect people, support growth and generate revenues for the world's leading organizations. A design-driven company, Freeman generates insights that define program strategies, target audiences and deliver messages that generate meaningful results. Through its expansive global network of offices, talent and partnerships, Freeman has the reach and access that is unmatched in the industry. A family and employee-owned company, Freeman is known for its 89-year history of stability, strength and customer service achievements. Freeman is a values-driven company with a strong and purpose-built culture that is dedicated to connecting people in meaningful ways. This is accomplished through a process of continuous innovation and improvement. Freeman produces more than 5,000 expositions annually and 12,500 other events worldwide. Freeman has been awarded six consecutive J.D. Power awards for the excellence of its Customer Call Center. For more information, visit www.freemanco.com

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