

HARD DAYS NIGHT HOTEL

PRESS RELEASE

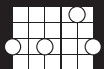
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SHANNON ARTWORK

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THE ULTIMATE PLACE TO STAY FOR BEATLES FANS

Beatles fans everywhere are eagerly awaiting the opening of Hard Day's Night Hotel, the world's first ever hotel dedicated to the Beatles. The £17 million hotel - set to open in Liverpool next autumn - is located on the corner of Mathew Street, just yards from the famous Cavern Club where the Beatles first shot to fame.

A stunning refurbished Grade II listed building, dating back to 1844, the Hard Day's Night Hotel will incorporate the Beatles' story into its design. Acclaimed Beatles artist, Shannon, has been commissioned to create more than 110 pieces of original artwork that will tell the unique story of the Beatles.

Offering the luxury and comfort of a four-star boutique hotel with a twist, Hard Day's Night will span six storeys and will feature 110 bedrooms, including executive rooms and two penthouse suites with panoramic views of Liverpool.

The hotel will also incorporate three magnificent rooms for private entertaining, perfect for weddings, corporate events and conferences. Visitors and locals can enjoy dinner at either of the hotel's two restaurants, take in the atmosphere at the bar and lounge or peruse the hotel's own gallery and gift shop.

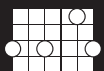
Jonathan Davies, Director of Bowdena, the developers behind the Hard Day's Night Hotel, said: "The hotel is a unique concept, which will celebrate the Beatles legend in a subtle and creative way. Thousands of Beatles fans visit Liverpool every year to pay reverence to the band, what better place for them to stay?"

"It would have been too easy for us to create a hotel swamped with memorabilia. Instead the understated Beatles references will be weaved into the overall design of the hotel, giving the place a unique twist."

Liverpool Vision chief executive, Jim Gill said: "The city's hotel market has experienced sustained growth over the last five years. The Hard Day's Night Hotel will add something unique to the Liverpool offer and it's pleasing that the hotel will open in 2007, the city's 800th birthday."

The Hard Day's Night Hotel has been developed with the help of the team behind The Cavern Club, who are of course no strangers to the overwhelming interest in the Beatles phenomena.

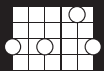
Find out more and keep up to date with the latest developments of the Hard Day's Night Hotel at www.harddaysnighthotel.com



AT A GLANCE

- Opening autumn 2007
- The world's first Beatles-themed boutique hotel
- Stunning Grade II listed building dating back to 1884, restored and extended
- 110 bedrooms, including standard, executive suites and two penthouse suites with panoramic views across the city
- Each room will tell a different part of the Beatles story through original artwork by acclaimed Beatles artist, Shannon
- Subtle references to the Beatles will be incorporated into the design
- Three stunning rooms for private entertaining, perfect for weddings, launches, corporate events and conferences for 10 to 290 guests
- Two restaurants, bar, lounge, souvenir shop and gallery
- The hotel will span six storeys
- Four star rating
- Great location, on the corner of Mathew Street, home to the famous Cavern Club, where the Beatles first shot to fame
- The development of the hotel is costing more than £17 million
- Privately owned
- The original concept of a Beatles-themed hotel has been developed with the help of the team behind the Cavern Club
- Online reservations should be available early 2007

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WHAT'S IN A LOGO?

The Beatles were known for placing subliminal messages in their lyrics and the hotel's logo has a few hidden meanings of its own.

It depicts the opening chord of the 1964 track, Hard Day's Night. As one of the most recognizable of all time, the chord's notation has caused fierce debate among musicians for decades. The dots illustrated in the logo represent where a guitarist's fingers should be placed to play the G7 suspended chord.

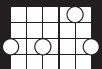
Looking at the logo from a different perspective, it could also denote the overhead Beatles stage plan with Paul and George on the left, John on the right and Ringo at the back.

Beatles fans who remember the Hard Day's Night album cover will know that the classic design features 20 squares, in the same way as the logo for the Hard Day's Night Hotel.

Jonathan Davies, Director of Bowdena, the developers behind the Hard Day's Night Hotel, came up with the idea for the logo. He said: "I've just started playing the guitar and I suppose seeing the notation of the chord must have provided some inspiration. Shannon, the artist commissioned to produce artwork for the hotel, then developed the concept of the logo."

"The logo is both classic and sharp and I think it will illustrate to people that the unique Beatles theming will provide a luxury boutique hotel with a twist."

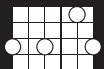
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LIVERPOOL TOURISM FACTS

- Liverpool's success in being crowned European Capital of Culture 2008 is underpinned by its unrivalled architecture and heritage, including its world-famous waterfront.
- In 2004, UNESCO granted the city's waterfront and cultural quarter World Heritage Site status, placing the city's Pier Head alongside Stone henge and the Great Wall of China as one of the world's most important places.
- In 2007, Liverpool will celebrate its 800th birthday. King John granted Liverpool its Royal Charter in 1207, which sparked the rise of a small village into a thriving metropolis.
- Liverpool John Lennon Airport (LJLA) is one of the fastest growing airports in Europe. More than 5.5 million passengers will use LJLA this year, travelling to more than 60 destinations including Paris, Milan, Barcelona and Berlin.
- An estimated 600,000 visit Liverpool for the Beatles "experience" each year and they spend some £21 million. The value of tourism to the Merseyside economy has quadrupled in the last 20 years, currently standing at £1 billion.
- Beatles fans can still visit places like The Cavern Club, Penny Lane and Strawberry Fields, as well as the childhood homes of John Lennon and Sir Paul McCartney.
- There are 33 museums and galleries in Merseyside – and more National museums than any other UK city region outside London.
- Liverpool is the Guinness Book of World Record's "Pop Capital of the World" with 54 number one hits.

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SHANNON – BIOGRAPHY

Acclaimed Beatles artist, Shannon, has been commissioned to create more than 110 pieces of original artwork for the Hard Day's Night Beatles-themed hotel.

Sir Paul McCartney owns a Shannon portrait and her work has been praised by John Lennon's sister Julia and his first wife Cynthia. Ringo Starr is rumoured to have a piece of Shannon's artwork in his studio, depicting him and John together.

Bill Heckle, owner of Liverpool's famous Cavern Club, described Shannon as "the world's greatest Beatles artist". He was also the person who introduced Shannon to the developers behind the Hard Day's Night hotel.

Shannon has already started work on the paintings for the Hard Day's Night Hotel from her New Jersey (USA) studio. She said: "I've been a Beatles fan for as long as I can remember and I was completely overwhelmed when I was invited to work on this project. I've been tasked with producing more than 110 paintings in just over a year so it's hard work but I'm loving every minute of it!"

As well as producing artwork for King Features Syndicate, the company behind Betty Boop, Popeye and the original Beatles cartoons, Shannon has produced movie posters and celebratory postage stamps for Sylvester Stallone films such as Rocky and Driven.

Gwen Stefani (No Doubt), Steve Tyler (Aerosmith), Billy Idol, Cheap Trick, Billy Bob Thornton and Jon Voight are all fans of Shannon's work.

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Notes to Editor

- **The Hard Day's Night Hotel is part funded by the European Objective One Programme and Liverpool City Council.**
- **The new hotel also forms part of Liverpool Vision's regeneration policy.**
- **The Hard Day's Night Hotel is not in any way endorsed by Apple Corps or The Beatles.**

