



***HARD ROCK HOTEL CHICAGO ANNOUNCES PARTNERSHIP WITH
DEPAUL UNIVERSITY'S MBA BUSINESS ARCHITECTURE PROGRAM***

CHICAGO, IL, January 17, 2011 - Hard Rock Hotel Chicago is proud to announce a partnership with DePaul University's College of Commerce MBA Business Architecture program.

The Business Architecture program, taught by Business Architect and DePaul University educator, Professor Paul Arthur Bodine, is the only MBA-level course in Business Architecture taught in the world. The ten week program begins on March 29, 2011 and provides its students with an all-inclusive roadmap for creating reliable Business Architecture solutions. The skills learned in the class are immediately applicable to their current work and practiced and applied through in-class cases and assigned exercises.

Carrie Meghie, Executive Vice President of Becker Ventures/General Manager of Hard Rock Hotel Chicago and a DePaul University graduate, began talks with Paul Arthur Bodine after learning about the unique course. Understanding the need for supporting education in the Chicago community, Meghie offered Hard Rock Hotel Chicago as this year's Business Architecture class case study.

Leading the way in innovative marketing, Hard Rock Hotel Chicago, an organization known for contributing heavily to nonprofit organizations, will present the Business Architecture students with a current real world property challenge. Once presented, the Business Architecture students will take a holistic view of the organization, determine where it is, where it needs to be and develop a course of action to achieve the desired results.

"We could not have found a more perfect partner than Hard Rock Hotel Chicago and Becker Ventures," said Bodine. "Their leadership has been perfectly accommodating, open to suggestion and enthusiastic about embracing the sorts of changes that the students might suggest for propelling their business forward. There are so many rich aspects to their business—marketing, operations, customer service, rooms, room service, reservations, conference services, performances, retail gift shop, catering sales, real estate, fine dining at the China Grill and the Angels & Kings club. Addressing these holistically will give our Business Architecture students a good challenge," he adds.

On June 7, a plan of action will be presented to the Hard Rock Hotel Chicago team complete with deliverables, business models and success factors.

“While going into this venture originally stemmed from wanting to support education in the Chicago community, working with Paul Bodine and his Business Architecture class will help us to understand what business architecture means, what these architects do and the value they bring,” said Carrie Meghie. “After this, who knows? We may consider adding the Business Architect role to our corporate leadership team,” she adds.

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About Hard Rock Hotel Chicago

Located on Chicago’s famous Michigan Avenue, Hard Rock Hotel Chicago gives guests a hotel experience unlike any other with a combination of rich architectural legacy and contemporary amenities. Owned and operated by Becker Ventures, Hard Rock Hotel Chicago resides in the historic Carbide and Carbon Building and is one of Hard Rock International’s only urban locations. For more information on Hard Rock Hotel Chicago, visit www.hardrockhotelchicago.com or call 312-345-1000.

About Becker Ventures

Becker Ventures, LLC, was established in 1998 by Charles E. Becker (owner and Chairman) with the purpose of investing in a variety of business ventures, including manufacturing, real estate and services industries. Since its founding, Becker Ventures has expanded both professionally and geographically, investing in industrial, private equity placements, marketable securities, and the development, management and marketing of income producing real estate. One of its many investments, Hard Rock Hotel Chicago, is located in the fully restored Carbide and Carbon Building on Chicago’s magnificent mile. Becker Ventures ensures stability and success to each new investment by bringing a wealth of operating insight, financial expertise and proven leadership. Also under the Becker Ventures umbrella is Becker Entertainment, which explores the creative and innovative opportunities that exist by virtue of Becker Ventures’ real estate assets and Becker Lodging which provides owner-centric hotel management services.

About Paul Arthur Bodine

Paul Arthur Bodine, Business Architect and Educator, is a key founder of the emerging Business Architecture profession. His course, launched in 2002, is the first known coining of the term, “Business Architecture,” and to-date the only MBA-level course in Business Architecture taught in the world. His 350+ students work in companies around the world, several holding the Senior Business Architect title in Fortune 500 corporations. When not teaching, Paul writes, speaks publically and advises executive clients and organizations. For more information, visit www.paularthurbodine.com.

About DePaul

With more than 25,000 students, DePaul University is the largest Catholic university in the United States and the eighth-largest private, nonprofit university in the nation. DePaul offers approximately 275 graduate and undergraduate programs of study on two Chicago campuses and four suburban campuses and at several international locations. Founded in 1898, DePaul remains committed to providing a quality education through personal attention to students from a wide range of backgrounds. For more information, visit www.depaul.edu.

About DePaul's College of Commerce

Established in 1912, DePaul University's College of Commerce is the nation's tenth oldest business school. Their part-time MBA program is the third largest in the country among those accredited by AACSB International and continues to be highly ranked in the nation according to U.S. News & World Report's annual ranking of part-time MBA programs. For more information, visit www.commerce.depaul.edu.

About Business Architecture

Business Architecture is business design. It is the subset of the broader category of management consulting that addresses the design of the business itself. Business Architects work from the corporate strategy, determining what is needed in order to execute the strategy completely, and then creating a comprehensive business case and requirements document that explains the role each employee and each department will need to play. This document is supplied to the project management team for building and the leadership team for training and operations. Business Architecture touches every aspect of the organization and its leadership. For more information, read Paul Arthur Bodine's paper, "Business Architecture: An Emerging Profession," available online.