



NEWS RELEASE

For More Information, Contact:

Erin Barrett or Nancy Greene, Brandon Advertising and Public Relations, (843) 916-2000

ebarrett@brandonadvertising.com or ngreene@brandonadvertising.com

or visit brandonpr.com

BROADWAY AT THE BEACH ADDS TO TENANT LIST

March 30, 2009, Myrtle Beach, S.C. — Representatives from Broadway at the Beach (www.broadwayatthebeach.com) today announced that eleven new retailers will join the complex's comprehensive tenant mix. Broadway at the Beach, the largest festival entertainment complex in South Carolina, is now proud to offer Denim Exchange, Tsunami Surf Shop, U Rock, King Kong Sushi, Sparkles (Where Stars are Born...), Mango's Swimsuit Boutique, Surf's Up, Initial Touch, Loose Lucy's and Broadway Tourist Tips - Holiday Inn Club Vacations. These retailers will open throughout 2009. Additionally, a 35,000 square foot WonderWorks interactive "amusement park for the mind" will be added to the entertainment complex in Spring 2010.

"In addition to our endless entertainment options, outstanding dining and unique attractions, tenant diversity is another reason why our guests continue to visit the complex year-after-year," said Andy Tilmont, chief operating officer for Burroughs & Chapin Company Inc. "We wish our newest retailers much success."

For more information about Broadway at the Beach, call (843) 444-3200 or visit BroadwayattheBeach.com.

About Broadway at the Beach

Broadway at the Beach is the largest festival entertainment complex in South Carolina and is owned and operated by Burroughs & Chapin Company Inc. The \$250 million attraction is set on 350-acres in the heart of Myrtle Beach and features three theaters, 17 restaurants and more than 100 specialty shops as well as attractions, nightclubs, and hotels, all surrounding the 23-acre Lake Broadway. The complex is a past recipient of the South Carolina Governor's Cup and was deemed the state's best travel destination by the South Carolina Department of Parks, Recreation & Tourism. Last year, 13.6 million people visited Broadway at the Beach, making it the region's most popular destination.

Among Broadway at the Beach's restaurants are Hard Rock Café, Planet Hollywood and Jimmy Buffett's Margaritaville. The complex also boasts three hotels, the Hampton Inn, the Fairfield Inn and the Holiday Inn Express. Broadway at the Beach is also home to the IMAX 3D Theatre, the award-winning Ripley's Aquarium, Palace Theatre, Carmike's Broadway Cinema 16 and the Pavilion Nostalgia Park, which features nine rides from the former Pavilion Amusement Park, one of Myrtle Beach's most popular family attractions for more than 58 years. The complex's Celebrity Square includes a New Orleans-inspired nightclub district.

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