



NEWS RELEASE

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BROADWAY AT THE BEACH ANNOUNCES SWEEPSTAKES WINNER

June 18, 2009, Myrtle Beach, S.C. - Representatives from Broadway at the Beach today announced that Sandra Heath from Stuart, Virginia won the "Great Things 2009" sweepstakes.

Heath's prize package includes four days and three nights in a two-bedroom suite at the AAA four-diamond rated Marina Inn at Grande Dunes from July 16-19; breakfast for four each of the three mornings at WaterScapes at The Marina Inn; a \$500 Broadway at the Beach shopping card; and a one-hour rental of two jet skis at Grande Dunes Marina. Heath's family will also serve as the Grand Marshalls of the 2009 Broadway at the Beach Birthday Celebration parade with VIP seating for the birthday celebration fireworks.

"I am so excited about my upcoming trip to Myrtle Beach," said Heath. "After my last trip to the area, I signed up for the 'Great Things 2009' sweepstakes online, never expecting to really win. I'm a recent breast cancer survivor and this win gives my family and me the opportunity to really celebrate and have a great time."

"We couldn't have selected a more worthy recipient for the 'Great Things 2009' sweepstakes," said Alicia Harper, marketing director for Burroughs & Chapin Company, Inc. "We hope Sandra and her family have a wonderful time in Myrtle Beach."

For more information about Broadway at the Beach, 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, 19 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, 14.8 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, Hampton Inn, Fairfield Inn and Holiday Inn Express. Broadway at the Beach is also home to IMAX 3D Theatre, Ripley's Aquarium, the 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 also features Celebrity Square, a New Orleans-inspired nightclub district.

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