



NEWS RELEASE

For More Information, Contact:

Erin Barrett or Nancy Greene, The Brandon Agency, (843) 916-2000

ebarrett@thebrandonagency.com or ngreene@thebrandonagency.com,

or visit brandonpr.com

BROADWAY AT THE BEACH TO HOST CINCO DE MAY FESTIVITIES

April 28, 2009, Myrtle Beach, S.C. — Representatives from Broadway at the Beach today announced they will host a series of Cinco de Mayo festivities from Saturday, May 2 to Tuesday, May 5.

The festivities begin on Saturday, May 2 at 11:00 a.m. at Senor Frogs with authentic Mexican cuisine and live entertainment as well as a variety of prizes and giveaways. On Tuesday, May 5, Senor Frogs will host another Cinco de Mayo celebration and will feature live entertainment from 6:00 to 11:00 p.m. from NTRANZE and from 11:00 p.m. to 2:00 a.m. from WILLHITE. Also on May 5, Celebrity Square will feature live entertainment from 2:00 to 10:30 p.m. Sponsored by Budweiser, the Gogglez Pizano will play from 2:00 to 3:00 p.m.; Paul Grimshaw Band from 3:30 to 4:30 p.m.; The Necessary Brothers from 5:00 to 6:00 p.m.; Super Swamp Heroes from 6:30 to 7:30 p.m.; Black Label from 8:00 to 9:00 p.m.; and Ten Toes Up from 9:30 to 10:30 p.m. All events are free and open-to-the-public.

“Cinco de Mayo is such a festive holiday,” said Alicia Harper, Marketing Director for Broadway at the Beach. “The weather is just starting to warm up and it is the perfect time to enjoy live entertainment and excellent Mexican cuisine at our Center. We look forward to enjoying this holiday with our guests.”

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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