

NEWS RELEASE

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BURROUGHS & CHAPIN ANNOUNCES BROADWAY AT THE BEACH WILL BE THE SITE OF SCOTT FIREFIGHTER COMBAT CHALLENGE WORLD CHALLENGE XIX

International Event, Which Has Been Held In Las Vegas, Will Be Held in South Carolina For The First Time And Is Expected To Draw More Than Five Thousand To Myrtle Beach

March 11, 2010, Myrtle Beach, S.C. – Burroughs & Chapin Company, Inc. announced today that Broadway at the Beach will host the “Scott Firefighter Combat Challenge World Challenge XIX”. It will take place November 9 through November 13, 2010 on the northwest corner of Broadway at the Beach, near Hard Rock Cafe and Celebrity Square.

This is the first time the challenge will be held in the state of South Carolina. The event, which has competitors race through an intense obstacle course, has been held in Las Vegas for 10 of the competition's 19 years.

The purpose of the combat challenge is to encourage firefighter fitness and demonstrate the rigorous nature of their work. The event is expected to attract about 1,500 firefighters and more than 4,000 of their family and friends from about 25 municipalities of all sizes throughout the United States, Canada and other countries like New Zealand, Germany, Argentina, Chile and South Africa. It is broadcast on VERSUS, an outdoor sports network that is broadcast across 73 million homes across the country.

“Burroughs & Chapin is thrilled that Broadway at the Beach has been selected to host this prestigious international event,” said Jim Apple, president and CEO of Burroughs & Chapin, Company, Inc. “It will not only draw hundreds of new visitors to our area in what is typically the slower off season, but also help spread awareness of the courageous day-to-day acts of our local firefighters.”

The challenge will feature a series of five tasks including climbing a 5-story tower, hoisting, chopping, dragging hoses and rescuing a life-sized dummy victim. All firefighters will be decked out in “full bunker gear” and a Scott® brand breathing apparatus during the course.

“This is huge for Myrtle Beach because of the publicity it will bring to the area and the number of visitors it will draw,” said Michael Medeiros, wellness coordinator for Horry

County Fire Rescue. "In addition to those who drive and fly in for the challenge, it will show people passing through Broadway at the Beach some of the brave feats of firefighters."

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Team MonctonMoves, a group of five firefighters from the Moncton Fire Department in New Brunswick, Canada, was crowned the World Champions at the 2009 Scott Firefighter Combat Challenge.

Teams along the Grand Strand have a good track record in the competition. The Horry County Fire Rescue team placed 9th out of 120 teams at last year's competition and the Myrtle Beach Fire Department's team placed 13th at the competition in 2008.

Firefighters from Horry County Fire Rescue and the Myrtle Beach Fire Department are already training to participate for this year's world competition and are seeking additional sponsors to help cover the costs of their participation. Anyone interested in supporting their efforts should contact Michael Medeiros at (843) 602-5389 or Steve Schuesler at (843) 997-3811.

Horry County Fire Rescue is kicking off its Team Horry Training Camp on Friday, which draws firefighters from all across the region to brush up on their technique and workouts to compete in the firefighter challenge. There is no charge for the camp, which will take place at the fire station on 5038 Lafon Lane in Socastee, S.C., runs through Sunday.

The Scott Firefighter Combat World Challenge is named for its official sponsor, Scott Health & Safety, an international manufacturer of protective equipment and safety devices for fire and rescue services.

Myrtle Beach Trips®, the sales and marketing entity within the Burroughs & Chapin Company, Inc., will be the official destination planner for the event.

About Burroughs & Chapin Company, Inc.

Burroughs & Chapin Company's presence in Horry County began more than a century ago when Franklin G. Burroughs settled in nearby antebellum Conway. For more than 100 years, Burroughs & Chapin Company, Inc. and its founding families have participated in the unprecedented growth and development of Myrtle Beach and Horry County with an unwavering commitment to family values.

Burroughs & Chapin's residential developments include the award-winning Grande Dunes, a 2,200-acre four-star community stretching from the Atlantic Ocean to west across the Intracoastal Waterway. Burroughs & Chapin has created numerous commercial developments offering national and regional name brand shopping. These include Broadway at the Beach - an award-winning 350-acre festival shopping, entertainment and dining complex surrounding the 22-acre Lake Broadway; Coastal Grand Mall, a one million square

foot regional shopping mall joint ventured with CBL & Associates Properties of Chattanooga, Tenn.; Seaboard Commons; South Strand Commons; Arcadian Shores Commons; and many smaller “jewel box” centers.

A leader in golf and vacation packages, Burroughs & Chapin’s Myrtle Beach Trips offers visitors to Myrtle Beach and the Grand Strand the “one call” convenience of a direct

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connection to the most popular attractions and golf offerings in the area and packages them together in a variety of ways to suit different tastes and budgets. With one easy call to Myrtle Beach Trips® at (888) 539-8862, visitors can unlock all the thrills and excitement of many of America’s favorite family seaside destinations in Myrtle Beach.

About Broadway at the Beach

Broadway at the Beach is the largest festival entertainment complex in South Carolina. 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, 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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