



## NEWS RELEASE

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### **IT'SUGAR CELEBRATES GRAND OPENING AT BROADWAY AT THE BEACH**

#### **Innovative Department Store of Sweets Supplements Broadway's Already Unique Lineup of Retailers and Restaurants**

*August 11, 2008, Myrtle Beach, S.C.* — Representatives of Broadway at the Beach today announced that IT'SUGAR, a department store solely dedicated to candy, recently celebrated its grand opening.

Self-proclaimed as the "first department store of sweets", IT'SUGAR, located across from the Build-A-Bear Workshop, features a unique array of delectable and edible merchandise including more than 5,000 types of candy and a variety of fudge selections. Also, IT'SUGAR's "Make Your Own Candy Bar", the first in the world, allows guests to design their own candy creations. Promotional merchandise such as t-shirts, coffee mugs, flip flops and hats are also available.

"Broadway at the Beach is a perfect mixed-use center that offers great restaurants and entertainment venues and we wanted to be a part of it," said Jeff Rubin, founder of IT'SUGAR. "Our location at Broadway at the Beach will provide us with lots of exposure to many visitors from around the world who are on vacation and want to experience something new and different from anything else they have seen before."

"IT'SUGAR provides a fun and unique atmosphere for Broadway at the Beach visitors, especially those with a sweet tooth," said Andy Tilmont, chief operating officer of Burroughs & Chapin Company Inc. "With an incredible variety of candy, chocolate and novelty items, IT'SUGAR has definitely added to the overall experience of Broadway at the Beach. We have already received overwhelmingly positive feedback about the store and wish IT'SUGAR much success for the future."

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

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### **About IT'SUGAR**

There is a place at the intersection of attitude and fun - just upstairs from irreverence and right down the hall from pleasure. A place called IT'SUGAR. It is a place that takes candy, and turns it into an experience. A place where the answer is always "yes," and a place that is a little too good to be true. It is a place about joy, taste, color, and sound. Sweet and sour, rich and creamy- that's how life should be, and that's how it is at IT'SUGAR. For more information about IT'SUGAR, visit [ItSugar.com](http://ItSugar.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, Jimmy Buffett's Margaritaville and NASCAR Sports Grille. 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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