



NEWS RELEASE

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NEW BROADWAY AT THE BEACH JINGLE ANNOUNCED DECEMBER 5 AFTER COMMUNITY-WIDE CONTEST

ZAP Entertainment Of Myrtle Beach, S.C. Scores New Signature Tune For Myrtle Beach's Premier Marketplace For Shopping, Dining And Fun

December 5, 2009, Myrtle Beach, S.C. — ZAP Entertainment of Myrtle Beach, S.C. has won a community-wide contest to find the next musical jingle for Broadway at the Beach. The jingle was chosen by a panel of nine judges who reviewed all jingle submissions and selected the winner. The new jingle was announced December 5th at a presentation at Broadway at the Beach where the top 10 jingles were performed by their creators.

"We reached out to the community because those who live here know Broadway at the Beach better than anyone," said Alicia Harper, marketing director for Burroughs & Chapin Company, Inc. which owns and operates Broadway at the Beach. "Broadway is the area's premier festival marketplace and at the heart of all that is fun to do in Myrtle Beach. As we listened to all the jingles submitted, it became clear that locals are in touch with that special nature of Broadway and all it has to offer."

Grand Prize winner, ZAP Entertainment was awarded a \$1000 prize.

A "People's Choice" winner, Melea Schaltegger of Myrtle Beach, S.C. was also announced December 5th. She received a \$300 Broadway at the Beach gift card. Schaltegger was named "People's Choice" winner after online voting from the public.

The jingle contest was presented by QRockRadio.com, a live radio station broadcasting 24 hours daily from Broadway at the Beach. It was open to anyone interested in participating. Jingle writers submitted their work by uploading their mp3 file onto the Broadway at the Beach Web site. Throughout the overall contest, the jingles were available for anyone to hear and vote on. Online votes were submitted for the "People's Choice" award in addition to the Grand Prize winner, which was selected by the panel of judges.

"Much of Broadway at the Beach's success is due to the tremendous community support we've received over the years," said Harper. "We really appreciate the support of our community and all the entries into the jingle contest. These artists put tremendous effort into creating their jingles, and the panel of judges had a difficult decision when picking the winner."

To listen to the winning jingles, go to www.broadwayatthebeach.com.

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.

More information about Broadway at the Beach is available at www.broadwayatthebeach.com.

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