



NEWS RELEASE

For More Information, Contact:

Erin Barrett or Nancy Greene, Brandon Advertising and Public Relations, (843) 916-2000

ebarrett@brandonadvertising.com or nagreen@brandonadvertising.com

or visit brandonpr.com

BROADWAY AT THE BEACH TO HOST JUNIOR AS PART OF FREE VAULT™ UNDER THE STARS CONCERT SERIES

July 14, 2008, Myrtle Beach, S.C. — Representatives from Broadway at the Beach today announced they will host Junior as part of the Vault™ Under the Stars Summer Concert Series Thursday, July 17 at 7:00 p.m. on the Heroes Harbor stage.

Natives of Gladewater, Texas and Dixie, Indiana, Junior features three punk-rocking men who boast fun-loving lyrics and tremendous musical skills. Band members Kiley Bland, guitarist and lead vocalist, and Steve Cox, drummer and backing vocalist, first started playing music together in high school. Later, they teamed up with Adam Hoffoss, bassist and backing vocalist. After releasing their studio demo, “Starving Artists of the Year” in 2001, they released their first full-length album in 2004, titled, “Y’all Ready to Rock?” In 2007, one year after signing with record label Toucan Cove, Junior released their second album, cleverly named, “Are We Famous Yet?”. They have recently opened for bands such as Bowling for Soup, The All-American Rejects and Everclear. For more information about Junior, visit myspace.com/junior or email info@toucancove.com.

The Vault™ Concert Series will showcase a variety of the country’s top vocal artists throughout the summer including Jennifer Paige, Gasoline Heart and Brent Keith. Concerts will take place every Thursday night through August 14 at 7:00 p.m. The Vault™ Under the Stars Summer Concert Series is free and open to the public. No alcohol is permitted. For more information about Broadway at the Beach, call (843) 444-3200 or log onto 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, Jimmy Buffett's Margaritaville and NASCAR Sports Grille. 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.

###