



NEWS RELEASE

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BROADWAY AT THE BEACH ANNOUNCES PARKING AND TRAFFIC MANAGEMENT PLANS FOR FOURTH OF JULY CELEBRATION

June 27, 2008, Myrtle Beach, S.C. – Representatives from Broadway at the Beach today announced that several initiatives are being taken to ensure smooth traffic flow during Broadway at the Beach's Star Spangled Celebration on July 4. The following recommendations and information have been supplied by Broadway at the Beach:

- The best location to view the patriotic-themed Fireworks Spectacular is inside the Broadway at the Beach complex.
- Guests are encouraged to arrive early and allow extra time for traffic and parking delays.
- Guests planning to arrive after 5:00 p.m. are encouraged to park at the BB&T Coastal Field, located on 21st Avenue North across from Broadway at the Beach. A complimentary shuttle will run continuously from BB&T Coastal Field to Broadway at the Beach from 5:00 p.m. to 12:00 a.m. on July 4. Signs will be posted at BB&T Coastal Field at all shuttle stops.
- Additional handicap parking spaces will be provided near the Visitors Center in front of Broadway Commons.
- Motorcoach parking and taxis will be available near the Visitors Center.

“Broadway at the Beach's Star Spangled Celebration is always a popular event among both area visitors and locals,” said Rebecca Feagin, marketing director, Broadway at the Beach. “Due to the event's popularity and the large number of guests in attendance, it is our goal to assure that everyone enjoys a safe and stress-free holiday. Our parking and traffic management guidelines will help to ensure the safety of all of our guests.”

For more information about Broadway at the Beach or for a complete listing of Star Spangled Celebration events, 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. The \$250 million attraction is set on 350-acres in the heart of Myrtle Beach and features

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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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