



NEWS RELEASE

For More Information, Contact:

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

ebarrett@brandonadvertising.com or ngreene@brandonadvertising.com

or visit brandonpr.com

BROADWAY AT THE BEACH ANNOUNCES SEPTEMBER ENTERTAINMENT LINEUP

September 8, 2008, Myrtle Beach, S.C. — Representatives from Broadway at the Beach today announced their September entertainment lineup:

September 13 – KidzTime Kids Club

Residents of Horry and Georgetown counties three to 10 years-of-age are invited to celebrate Prince Sparks' birthday at the 2008-2009 KidzTime Kids Club Kick Off event at Planet Hollywood at 10:00 a.m. on Saturday, September 13. All those interested in attending must RSVP online by Wednesday, September 10 at BroadwayattheBeach.com.

September 19, 26 and October 3 – Margaritaville's Coast is Clear Party

Guests are invited to Jimmy Buffett's Margaritaville from 4:00 to 10:00 p.m. for an evening of live entertainment, giveaways, drink specials and much more. At this time, guests may also become a Margaritaville Local VIP Card member which entitles them to a host of benefits and savings. For more information, call Margaritaville at (843) 448-5455.

September 25 – Ice Cream Social

Guests can celebrate the World's Largest Ice Cream Social at Cold Stone Creamery on Thursday, September 25 from 5:00 to 8:00 p.m. Attendees will receive a complimentary three-ounce serving of Cold Stone's famous ice cream as well as have the opportunity to make a donation to benefit the Make-A-Wish Foundation. For more information, call (843) 626-7801.

September 26 – 28 – Oktoberfest at Liberty Steakhouse

Liberty Steakhouse will celebrate Oktoberfest Friday, September 26 through Sunday, September 28. Guests can enjoy Oktoberfest beer on tap all weekend as well as live music from 7:00 to 11:00 p.m. on Friday. On Saturday, guests can celebrate a German favorite with the musical stylings of a polka band from 3:00 to 6:00 p.m. Sunday will feature the Mug Club Party as well as live music from 2:00 to 5:00 p.m. A special German menu will be available all weekend. For more information, call Liberty Steakhouse at (843) 626-4677.

September 27 – Grand Strand Memory Walk

Registration for the Grand Strand Memory Walk will be held at 9:00 a.m. on Saturday, September 27, with the walk beginning at 10:00 a.m. at the Heroes Harbor Stage next to Jimmy Buffett's Margaritaville. All proceeds will benefit the South Carolina Chapter of the Alzheimer's Association. For more information, call (800) 860-1444 or visit www.alz.org/sc.

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All events are free and open to the public. For more information about Broadway at the Beach, call (843) 444-3200 or visit 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, 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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