



NEWS RELEASE

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BROADWAY AT THE BEACH TO HOST FREE SPRITE UNDER THE STARS CONCERT SERIES

June 2, 2009, Myrtle Beach, S.C. - Representatives from Broadway at the Beach today announced they will host the Sprite® Under The Stars Summer Concert Series every Tuesday night through August 18 at 7:30 p.m. on the Heroes Harbor Stage.

The following bands are scheduled to perform:

- June 2- Black Label (all types of music)
- June 9 - Gogglez Pizano (rock)
- June 16 - Tokyo Joe (pop/rock)
- June 23 - Fantastic Shuffle Band (all types of music)
- June 30 - Painted Man (retro-groove)
- July 7- Tru Sol (all types of music)
- July 14 - Coco Loco Band (all types of music)
- July 21- Hot Sauce (all types of music)
- July 28 - Gary Lowder Band (R&B, gospel)
- August 4 - Black Glass (80's metal)
- August 11- Tater (bluegrass, country, rock n' roll)
- August 18 - Black Label (all types of music)

All performances will be broadcasted internationally live from Broadway at the Beach via QRock Radio. For more information or to listen to a performance, call QRockRadio.com.

The Sprite® 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

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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, 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.

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