



NEWS RELEASE

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

June 26, 2008, Myrtle Beach, S.C. — Broadway at the Beach will host The Band Perry as part of the Vault™ Under the Stars Summer Concert Series Thursday, July 3 at 7:00 p.m. on the Heroes Harbor stage.

Natives of Tennessee, The Band Perry is comprised of lead singer Kimberly Perry and her brothers Reid and Neil who entertain audiences across the nation with their soulful blend of rock and country. The Band Perry draws inspiration from a variety of musical greats such as The Black Crowes, Kings of Leon, The Allman Brothers Band and The Rolling Stones. For more information about The Band Perry or their record label, Acouphone Entertainment, visit myspace.com/thebandperry or email perry@acouphone.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.



The Band Perry

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