



## **NEWS RELEASE**

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### **BROADWAY AT THE BEACH LAUNCHES REDESIGNED WEBSITE**

*August 18, 2008, Myrtle Beach, S.C.* – Representatives from Broadway at the Beach today announced the launch of the Center's newly redesigned Web site, [BroadwayattheBeach.com](http://BroadwayattheBeach.com).

A total overhaul of the previous site, the design of the new Broadway at the Beach Web site is based on the Center's new marketing campaign and features a more user friendly navigation; vibrant photography; and an abundance of pertinent information such as a listing of tenants; details on nightlife, dining, entertainment and group services; and a property map. The calendar of events, which is one of the most popular features on the site, has been relocated to the homepage along with special Broadway promotions and ticket packages.

"We are proud to announce the launch of our newly redesigned Web site for Broadway at the Beach," said Rebecca Feagin, marketing director for Broadway at the Beach. "The new site's ease of navigation and wealth of information will further assist those who are making vacation plans or simply planning a night on the town."

#### **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, 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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