



NEWS RELEASE

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BROADWAY AT THE BEACH ANNOUNCES IT WILL GAIN A ZIP LINE RIDE AND ROPES COURSE FOR THRILL SEEKERS THIS SPRING

This Ride Will Fly People 500 Feet Back And Forth Across Lake Broadway

March 3, 2010, Myrtle Beach, S.C. — Broadway at the Beach will soon have a ropes course and zip line ride that will go back and forth over the 23-acre Lake Broadway.

The zip line ride and ropes course will be operated by WonderWorks Management and are scheduled to open in April. The zip line ride will fly adrenaline seekers 500 feet back and forth across the lake 50 feet in the air. People must be at least 42 inches tall to ride the zip line. The ride will be operated 12 months a year during the normal operating hours of Broadway at the Beach. Trained and certified zip line operators will be on site at all times to ensure the safety of riders.

In the ropes course, adults and children can climb three stories of ropes and encounter over 20 different obstacles and activities, including a tire traverse, suspension bridges and swinging beams. It will also operate during the normal business hours of Broadway at the Beach.

"We are excited that this new attraction is coming to Broadway at the Beach just as our area's main tourist season begins. This is unlike anything we have ever done before," said Andy Tilmont, chief operating officer at Burroughs & Chapin, Company, Inc., which owns Broadway at the Beach. "This will provide our visitors with another fun activity and it has the potential to attract some thrill-seeking newcomers."

WonderWorks, a 29,000-square-foot upside down children's museum, is scheduled to open at Broadway at the Beach in the spring of 2011. Demolition will begin on the site of the former Crab House Restaurant soon. The museum will feature dozens of hands-on activities for children and families. There are two other locations in Pigeon Forge, Tenn., and Orlando, Fla.

"We're happy to be able to bring the ropes course and zip line to Myrtle Beach," said Robin Turner, a general partner of WonderWorks. "We think it will add to the excitement of the

entire complex.”

(more)

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 and Jimmy Buffett's Margaritaville. 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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