



NEWS RELEASE

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NATION'S TOP BEACH & SUN DESTINATION IS MYRTLE BEACH, AND BROADWAY AT THE BEACH IS #1 ATTRACTION IN MYRTLE BEACH, SAYS TRIPADVISOR®

TripAdvisor's 2010 Traveler's Choice Awards Announced; Reviewers Praise Broadway At The Beach As A " Must" For Any Beach Visitor

May 10, 2010, Myrtle Beach, S.C. — Myrtle Beach, S.C. is the number one United States destination for a beach and sun vacation, according to the TripAdvisor® 2010 Traveler's Choice Awards. Listing Myrtle Beach at the head of its " Top 10" list, TripAdvisor also recognized that the most popular site for visitors to the resort town is Broadway at the Beach, a 350-acre, \$250 million festival entertainment complex that offers restaurants, entertainment, nightclubs and shopping.

TripAdvisor praised Myrtle Beach as a family-friendly resort that has great beaches and " plenty to do when the kids are sick of making sand castles." Reviewers who visited the destination from around the country raved about Broadway at the Beach, calling it " amazing" and " awesome," while recommending that other visitors " definitely take the time to check this out."

As the largest festival entertainment complex in South Carolina, Broadway at the Beach annually attracts more than 14 million visitors.

" We're thrilled that TripAdvisor reviewers have chosen Broadway at the Beach as the top attraction in Myrtle Beach," said Michelle Sutton, vice president of sales and marketing at Burroughs & Chapin, Company, Inc., which owns Broadway at the Beach. " It's always a joy to receive positive feedback from our visitors. We're in a continuous process of bringing in new sights and sounds for this venue and we're excited to roll them out."

Broadway at the Beach is home to 19 restaurants, more than 100 specialty shops, two movie theater complexes, a nightclub district and a theater that features live shows and other major venues. In addition, it is just five minutes from 60 miles of pristine beaches. Families can spend a few hours at the beach and minutes later, enjoy a wide variety of restaurants, shops and entertainment at Broadway at the Beach.

By early June, these attractions will be joined by a ropes course and zip line ride that will go over the 23-acre Lake Broadway. The zip line ride will fly adrenaline seekers 500 feet back and forth across the lake 50 feet in the air. In the ropes course, adults and children can climb

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three stories of ropes and encounter over 20 different obstacles and activities, including a tire traverse, suspension bridges and swinging beams.

One of the top attractions at Broadway at the Beach is the 85,000-square-foot Ripley's® Aquarium, which features hundreds of sea creatures from around the world, including fish from the Amazon River, the Pacific Giant Octopus, sea anemones, living corals, jellies, and fish from the Indo-Pacific Coral Reef.

The attraction also has a medieval-themed 18-hole miniature golf course, a 2,500-square-foot arcade, a wide variety of classic rides in its Pavilion Nostalgia Park and MagiQuest, a Medieval live action role-playing game for children.

In addition, construction has already begun on WonderWorks, a 29,000-square-foot upside down children's museum that is scheduled to open at Broadway at the Beach in the spring of 2011. The museum will feature dozens of hands-on activities for children and families.

For more information about Broadway at the Beach, visit www.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 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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