



NEWS RELEASE

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BROADWAY AT THE BEACH ANNOUNCES THE GRAND OPENING OF THE ROCK-N-ROLL CAFE & THEATER

National Touring Show, Icons Of Rock "The Ultimate Tribute Show" Opens June 10

June 9, 2010, Myrtle Beach, S.C. – The Rock-n-Roll Cafe & Theater, Myrtle Beach's new concert-style showroom, will open tomorrow, June 10, 2010, at Broadway at the Beach. The theater will be located next to Margaritaville. Icons of Rock "The Ultimate Tribute Show" offers shows daily at 6 p.m. and 10 p.m. It will feature tributes to Led Zeppelin, Ozzy Osbourne, Jimi Hendrix, and KISS, as well as one new special guest tribute artist each week. Described as a non-stop two hour rock-n-roll extravaganza, it will have a limited summer run through September.

Starting June 15, 2010, the Rock-n-Roll Cafe & Theater will also feature The King In Concert, Myrtle Beach's only continuous hour-long Elvis Show. Show times are 4:00 p.m. and 8:30 p.m., Tuesday through Sunday.

"We are really excited to have the Rock-n-Roll Cafe & Theater here at Broadway at the Beach," said Sherry Leonard, general manager of Broadway at the Beach. "There's no better way to celebrate the opening then by premiering a two-hour rock-n-roll extravaganza and Elvis, the king of rock-n-roll."

Tickets go on sale today and may be purchased at the Rock-n-Roll Cafe & Theater Box Office or by calling (843) 448-ROCK (7625). Tickets for Icons of Rock "The Ultimate Tribute Show" are \$25 for adult seating and \$15 for kids 12 and under. Tickets for The King in Concert are \$20 for adults and \$10 for children 12 and under.

For more information, contact Dennis Gray at (502) 507-4401 or (843) 448-ROCK (7625).

About Broadway at the Beach

Broadway at the Beach is the largest festival entertainment complex in South Carolina. The

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\$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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