



NEWS RELEASE

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BROADWAY AT THE BEACH IN MYRTLE BEACH, S.C., ANNOUNCES THE GRAND OPENING OF RON JON SURF SHOP

Week-long Celebration To Include A Variety Of Entertainment, Sand Sculpture Building, And Prizes

June 4, 2010, Myrtle Beach, S.C. – Broadway at the Beach in Myrtle Beach, S.C., announced today that Ron Jon Surf Shop will officially open on June 8, 2010. The 7,500-square-foot store is located in the Caribbean Village Section of Broadway at the Beach. A week-long celebration from Sunday, June 6 through Sunday, June 13 will include the building of a sand sculpture, a ribbon cutting, live remotes with local celebrities, prizes, live entertainment, and more.

Grand Opening events include:

Sunday, June 6

Start of the sand sculpture that will be completed during the week.

Tuesday, June 8

Live remotes all day, sign up to be the winner of the 97-second grab.
Grab winner will have 97 seconds to grab merchandise (5:30 p.m.)
Chamber Ribbon Cutting (5:55 p.m.)
Music by Pan Fusion Steel Drums (6:00 p.m. - 8:00 p.m.)
Carnival Acts (6:00 p.m. - 8:00 p.m.)
D.J. playing music and giving out prizes in the store (6:00 p.m. - 9:00 p.m.)

Wednesday, June 9 - Sunday, June 13

Music by Pan Fusion Steel Drums (4:00 p.m. - 8:00 p.m.)

Friday, June 11

O'Neill autograph session (7:00 p.m.)
(more)

Friday, June 11 - Saturday, June 12

Live remote (4:00 p.m. - 6:00 p.m.)

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D.J. playing music and giving out prizes in the store (6:00 p.m. - 9:00 p.m.)

Ron Jon Surf Shop was founded in 1959 by Ron DiMenna. The original Ron Jon Surf Shop opened in Long Beach Island, New Jersey in 1961. There are now stores throughout Florida in Fort Lauderdale, Orlando, Key West, Fort Myers, Panama City Beach, and Cocoa Beach.

For more information about Broadway at the Beach, visit www.BroadwayAtTheBeach.com, call 1-800-386-4662, follow Broadway at the Beach on [Twitter](#) or become a fan on [Facebook](#). For more information about Burroughs & Chapin Commercial Leasing and Management, visit www.MyrtleBeachCommercialLeasing.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 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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