



Blake Shelton and Ryman Hospitality Properties, Inc. Unveil Plans for Ole Red

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Shelton-Inspired Brand to be Anchored by Ole Red Nashville, An Entertainment Venue on Lower Broadway

Ole Red Tishomingo Planned for Shelton's Hometown to be Operated by Ryman Hospitality Properties' Entertainment Segment

NASHVILLE, Tenn., Jan. 05, 2017 (GLOBE NEWSWIRE) -- Grand Ole Opry Member Blake Shelton and Ryman Hospitality Properties, Inc. (NYSE:RHP) today announced plans to transform Shelton's breakout hit "Ol' Red" into a new lifestyle brand anchored by a \$20 million multi-level entertainment venue in the heart of Music City's famed Lower Broadway.

Designed to embody the spirit of Shelton's clever, irreverent third chart hit, the Ole Red concept is part of Ryman Hospitality Properties' strategy to create digital content, retail and entertainment venues that celebrate the country lifestyle and resonate with country music's rapidly growing consumer base of more than 100 million people across the United States.

Colin Reed, Ryman Hospitality Properties Chairman and CEO, said, "The Grand Ole Opry is known for connecting fans to the artists and the music they love and that is what the Ole Red brand is all about. Not only is Blake Shelton one of the most popular entertainers of his generation, his performance style and passion for authentic country music have also made him a fixture on the Grand Ole Opry stage since the early days of his career. Ole Red will immerse fans in all the elements of a great country song—with some unexpected twists from Blake along the way."

With a planned opening in 2018, Ole Red Nashville will be a multi-level 26,000-square-foot entertainment venue, with a two-story bar and restaurant, retail area, performance space, dance floor and private VIP booths for small groups. The complex will also include a large, private event space and a 6,000-square-foot rooftop featuring an indoor/outdoor bar and restaurant with panoramic views of Lower Broadway.

The performance space at Ole Red Nashville will be equipped with a state-of-the-art sound system and acoustics tailor-made for the event programming that will take place there, including intimate concerts, live band karaoke, showcases for up-and-coming talent and more to be announced as the complex nears completion.

Shelton and Ryman Hospitality Properties also announced Ole Red Tishomingo, which is set to open in late 2017 in the Platinum-selling recording artist's hometown of Tishomingo, Okla.

"It's amazing to me to see a song that's been such a big part of my career come to life in the plans for Ole Red," said Blake Shelton. "Nashville and Tishomingo are both places that are important to me, and it's great that each location is going to have its own personality inspired by one of my favorite songs. It's always been a dream of mine to create something like this where people know they're going to have a good time as soon as they walk in the door, and I couldn't be more excited that my friends at the Opry and Ryman Hospitality Properties are making it happen."

Ole Red Nashville will be located at 300 Broadway in a building Ryman Hospitality Properties purchased in 2014. Ryman Hospitality Properties is working with Tuck-Hinton Architects and Anderson Design Studio on the project. Turner Construction will serve as the General Contractor for Ole Red Nashville.

For images and additional media resources regarding this announcement, please visit www.olered.com.

About Ryman Hospitality Properties, Inc.

Ryman Hospitality Properties, Inc. (NYSE:RHP) is a REIT for federal income tax purposes, specializing in group-oriented, destination hotel assets in urban and resort markets. The Company's owned assets include a network of four upscale, meetings-focused resorts totaling 7,809 rooms that are managed by lodging operator Marriott International, Inc. under the Gaylord Hotels brand. Other owned assets managed by Marriott International, Inc. include Gaylord Springs Golf Links, the Wildhorse Saloon, the General Jackson Showboat, The Inn at Opryland, a 303-room overflow hotel adjacent to Gaylord Opryland and AC Hotel Washington, DC at National Harbor, a 192-room hotel near Gaylord National. The Company also owns and operates media and entertainment assets, including the Grand Ole Opry (opry.com), the legendary weekly showcase of country music's finest performers for over 90 years; the Ryman Auditorium, the storied former home of the Grand Ole Opry located in downtown Nashville; and 650 AM WSM, the Opry's radio home. For additional information about Ryman Hospitality Properties, visit www.rymanhp.com.

About Blake Shelton

Country Music Association's 2012 "Entertainer of the Year," five-time Male Vocalist of the Year winner and GRAMMY nominee Blake Shelton continues to add to his superstar status.

His most recent album, *If I'm Honest*, debuted at #1 on the Billboard Top Album Sales Chart and the Billboard Country Album Chart, and is the best-selling country album release of 2016. *If I'm Honest* has already yielded the #1 smash single, "Came Here To Forget," which became his 22nd #1 single. His new single, "A Guy With A Girl" is Top 10 and climbing, and he recently performed the song on The Voice and Jimmy Kimmel Live. The album features three songs written by Shelton which include the gospel tinged "Savior's Shadow," "Friends," which is also featured in the #1 film, The Angry Birds Movie, and "Go Ahead and Break My Heart," a song he wrote and performs with Gwen Stefani.

A member of the Grand Ole Opry, he has earned a host of awards throughout his career, which most recently include Favorite Country Male Artist at the American Music Awards, the first-ever "Male Artist of the Year" and "Story of the Year" for the RARE COUNTRY Awards, and has three

nominations at the upcoming People's Choice Awards. As a coach for the Emmy Award Winning television show, The Voice, Shelton is the reigning and five-time champion, most recently with his contestant Sundance Head. He is set to kick off his 2017 "Doing It To Country Songs" Tour in February.

For more information and upcoming tour dates, please visit www.BlakeShelton.com and follow [@BlakeShelton](https://twitter.com/BlakeShelton).

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