



## **Ryman Hospitality Properties Names Scott Bailey President of Its Opry Entertainment Division**

September 13, 2018

**NASHVILLE, Tenn.** – (Sept. 13, 2018) – Ryman Hospitality Properties today announced that digital media and publishing executive Scott Bailey will join the Company as president of its Opry Entertainment division on Sept. 28, 2018.

As president of Opry Entertainment, Bailey will be responsible for developing and overseeing Opry Entertainment's digital content creation and distribution strategy, which is anchored by the Company's portfolio of iconic and emerging live entertainment venues. Bailey's responsibilities will also include strategic oversight of the Company's Grand Ole Opry, Ryman Auditorium, Ole Red and Opry City Stage entertainment brands.

Colin Reed, chairman and chief executive officer of Ryman Hospitality Properties, said, "We are thrilled to welcome Scott Bailey to our senior leadership team in this critical role for our Company. With our tremendous country music legacy, our Company is uniquely positioned to provide the country lifestyle consumer with an unparalleled music experience both within our venues and globally through digital content creation and distribution. Scott's proven track record for deepening customer engagement and increasing sales through innovative digital experiences makes him well-suited to oversee the next phase of growth for Opry Entertainment."

A veteran of the media and publishing industry, Bailey was most recently the president of The Enthusiast Network's ("TEN") automotive group where he led the division through its transformation from a legacy print publisher to a dominant multiplatform modern-day media company.

Bailey's previous roles in digital media and publishing include time spent with NASCAR and Turner Sports Interactive, where he developed the operations and digital strategy for NASCAR.com, PGATour.com and PGA.com. Following his work with Turner, Bailey joined Comcast Interactive Media where he oversaw operations for Comcast.net. Before his most recent position as president at TEN, Bailey served as the chief operating officer of the business-to-business software company Synacor. He was responsible for product and engineering, business development and operations that led to industry-leading TV Everywhere offerings for clients.

Bailey holds a bachelor's degree in communication from Bowling Green State University.

### **Cautionary Note Regarding Forward-Looking Statements**

This press release contains statements as to the Company's beliefs and expectations of the outcome of future events that are forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995. You can identify these statements by the fact that they do not relate strictly to historical or current facts. These forward-looking statements, including plans and expectations of future growth, are subject to risks and uncertainties that could cause actual results to differ materially from the statements made. Other factors that could cause operating and financial results to differ are described in the filings made from time to time by the Company with the U.S. Securities and Exchange Commission and include the risk factors and other risks and uncertainties described in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2017 and its Quarterly Reports on Form 10-Q and subsequent filings. Except as required by law, the Company does not undertake any obligation to release publicly any revisions to forward-looking statements made by it to reflect events or circumstances occurring after the date hereof or the occurrence of unanticipated events.

### **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 8,114 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; 650 AM WSM, the Opry's radio home; Ole Red, a country lifestyle and entertainment brand; and Opry City Stage, the Opry's first home away from home, in Times Square. For additional information about Ryman Hospitality Properties, visit [www.rymanhp.com](http://www.rymanhp.com).

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