



Gaylord Entertainment's Cmt International Doubles Subscriber Count Through Investment In Two Argentine Cable Networks

July 27, 1999

NASHVILLE, Tenn. (July 27, 1999)--CMT International, the international country music video channel of Gaylord Entertainment Company (NYSE: GET), has more than doubled its total subscriber base to 5.9 million, according to Terry E. London, president of the diversified entertainment company.

The Nashville-headquartered television network has signed a letter of intent to acquire 15 percent of TVA (TV Argentina) and Solo Tango, both of which are successful channels in the thriving Argentine cable and satellite TV market. Completion of the agreement is expected by Aug. 31. This fall, CMT International will start airing a four-hour block of programming daily to TVA's 3.2 million subscribers.

CMT International announced last week the addition of 308,000 subscribers to CMT Brasil, its customized Portuguese-language feed. That addition boosted CMT International's count of 24-hour subscribers to 2.7 million in more than 20 nations. The TVA addition takes the total count to 5.9 million full-time and part-time subscribers. In addition to CMT Brasil, it has a second customized 24-hour service, CMT Pacific Rim.

TVA is an Argentine music and lifestyle cable network that focuses on music, dance and hobbies. Solo Tango has a subscriber base of 4.5 million in Argentina, with additional subscribers in surrounding South American countries and Europe. It plans further worldwide expansion with its programming devoted to the music, history and art of Argentina's most famous dance, the tango.

According to Cindy Wilson, vice president and general manager of CMT International, CMT International's programming block for TVA will be a market-customized blend of the best of North American country music and Spanish-language music programming from throughout Latin America.

"Argentina is a great market for country music. Our joining forces with an established, successful operation such as TV Argentina and Solo Tango guarantees that CMT International immediately achieves broad distribution," Wilson said.

"We know we have found the ideal partners in CMT International," said Juan Fabbri, chief executive officer of the channels. "We can give CMT International an incredible opportunity to enter the Argentine market by providing a base for launching its programming."

Gaylord Entertainment Company is a diversified entertainment company operating in three business segments: hospitality and attractions; broadcasting and music; and cable networks. Among its properties are WSM radio and the Grand Ole Opry, the Opryland Hotel, Opryland Productions, Acuff-Rose Music Publishing, Word Entertainment, Z Music Television, Country Music Television International, the Wildhorse Saloon and the Ryman Auditorium.