



## **E.K. Gaylord II Named Chairman Of Gaylord Entertainment Company, Edward L. Gaylord To Become Chairman Emeritus; Joseph B. Crace Named Executive Vice President And Chief Operating Officer**

May 14, 1999

NASHVILLE, TN, May 14, 1999 -- Gaylord Entertainment Company (NYSE: GET) announced today that E.K. Gaylord II has been named Chairman of the Company, replacing his father, Edward L. Gaylord, who will become Chairman Emeritus. E.K. Gaylord II formerly served as Vice-Chairman.

In addition, the Board elected Joseph B. Crace, former Senior Vice President and Chief Financial Officer of the company, to the newly created position of Executive Vice President and Chief Operating Officer. Crace, who has been employed by the Company since February 1998, will also continue to serve as the Company's Chief Financial Officer.

E.K. Gaylord II, 41, is President of The Oklahoma Publishing Company (OPUBCO), and has been a director of that company since 1977. He has been a director of Gaylord Entertainment and its predecessor company since 1991. He is also a director of the National Cowboy Hall of Fame & Western Heritage Center, the Oklahoma State Fair Board, Bass Pro Shops in Springfield, MO, and a member of the Board of Governors of Oklahoma Christian University.

"E.K. Gaylord II has been very active in his role as Vice-Chairman and I know that the Company will be in good hands as he becomes Chairman," said Edward L. Gaylord.

"I am proud to have the opportunity to follow in my father's footsteps," said E.K. Gaylord II. "And I promise the company will continue to create entertainment that makes a positive difference in people's lives, and we will grow in the right way and the right direction."

E.K. Gaylord II began his career in Oklahoma City at WKY-TV. He later worked for the Oklahoman and Times newspaper where he was named Associate Editor in 1982.

In addition to his duties at OPUBCO, Gaylord owns and operates the Lazy E Ranch, arena and training center in Guthrie, Oklahoma, near Oklahoma City. He is also very active in Children's Medical Research in Oklahoma City and other charitable organizations.

"Joe has been a key member of our new executive team at Gaylord Entertainment Company for a little over a year now, and this promotion gives him official responsibility for all of our operating divisions," said Terry E. London, President and Chief Executive Officer of Gaylord Entertainment.

"I am honored to have this opportunity to work even more closely with our operating groups to build on our past performance and rich tradition," said Crace. "We are very excited about our opportunities for future growth."

Crace, 44, who received his MBA from Vanderbilt University and his law degree from Stetson University in Deland, FL, was formerly President and CEO of Hickory Specialties, Inc. He also served as corporate Vice President for Business Development and Group Vice President for Bob Evans Farms, Inc. Crace began his career with Crace Associates, a real estate firm operated by his father.

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, Acuff-Rose Music Publishing, Word Entertainment, Z Music Television, Country Music Television International, the Wildhorse Saloon and the Ryman Auditorium.