



## **Acquisition of Corporate Magic Enhances Gaylord Entertainment's Global Event Production Capabilities**

April 3, 2000

NASHVILLE, Tenn.--(BUSINESS WIRE)--April 3, 2000--Gaylord Entertainment Company (NYSE: GET) has acquired Corporate Magic Inc., a privately held Dallas-based company specializing in the production of creative events and the development of strategic business content for corporate audiences. Terms of the transaction were not disclosed.

"The addition of Corporate Magic complements our existing resources and services provided by Opryland Productions and enhances our company's ability to increase its share of the growing corporate entertainment marketplace," said Steve Buchanan, president of Gaylord Entertainment Company's Grand Ole Opry Group.

Corporate Magic now is part of the Grand Ole Opry Group, one of the major components of Gaylord Entertainment's creative content group of businesses that also includes songwriting, music publishing, record label and performance venue operations.

"Corporate Magic has a world-wide reputation for delivering only the best in quality, service and creativity--characteristics that fit well with the mission of our creative content group," Buchanan said.

"We are excited about becoming part of the Gaylord Entertainment family," said Jim Kirk, chairman and creative director of Corporate Magic. "There have been many opportunities for us to make a move, but this was the perfect fit for us and for our clients. In Gaylord Entertainment, we have people who share our values and our passion for excellence in the creative product."

Founded in 1986, Corporate Magic maintains offices in the Dallas Communications Complex in Irving, Texas, where it will continue to operate. The company is regularly honored with national and international awards for its corporate events that have included the Coca-Cola Centennial Celebration and the IBM Global Meeting. Additional clients served by Corporate Magic include Sherwin Williams, Nortel Networks, Suzuki, Prudential, GTE, Lennox, Texaco and Chevrolet.

Opryland Productions produces entertainment for corporate clients such as the Coca-Cola Company, Office Depot and BellSouth, in addition to long-running projects such as shows for Celebrity Cruise Lines, the Alabama Theater in Myrtle Beach, S.C., and the Governor's Palace Theater in Pigeon Forge, Tenn.

Gaylord Entertainment is a diversified entertainment company operating in three business groups: hospitality and attractions, creative content and interactive media. It is headquartered in Nashville, Tenn. Its stock is traded on the New York Stock Exchange (symbol:GET).