



## Microsoft Pioneer David Jaworski Named Vice President At Gaylord Digital

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NASHVILLE, Tenn.--(BUSINESS WIRE)--March 28, 2000--

Software Developer, Former Head of Microsoft University, Brings Domestic and International Business, Technology Experience to New Position

David Jaworski, a key executive with Microsoft Corporation during its formative years, has been named vice president of site operations and development for Gaylord Digital, the Internet division of Gaylord Entertainment Company (NYSE: GET).

Jaworski brings almost 20 years of executive management experience in the domestic and international computer industry to the position. He is leading development of e-commerce and Internet content architecture for all Gaylord Digital and Gaylord Entertainment businesses.

"Dave's career began at the start of the PC revolution," said Randy McCabe, senior vice president and general manager of Gaylord Digital. "He's one of the industry's pioneers and is among its brightest talents. We're extremely fortunate to have him on our team. Having him on board is good both for Gaylord Digital and for Nashville's technology industry. It shows that we have what it takes to get top talent here."

Gaylord Digital is building a network of Internet companies to support the three business areas of Gaylord Entertainment: hospitality and attractions, creative content and interactive media. Gaylord Digital started in July 1999 with Gaylord Entertainment's acquisition of Lightsource.com, the spiritual channel of Yahoo! Broadcast, and Musicforce.com, recently ranked the No. 1 Christian music website by About.com. Songs.com, a leading site for independent music, was added in December 1999. Country music online communities will be introduced later this year. Headquartered in downtown Nashville's historic district, the company now has more than 120 employees.

"I'm excited about the opportunities at Gaylord Digital," Jaworski said. "Our current Internet brands are already leaders in their categories. By combining the rich tradition and resources of Gaylord Entertainment with the professional talent at Gaylord Digital, we're well-positioned to provide exceptional e-commerce experiences and outstanding content."

Jaworski received Microsoft's first "Chairman's Award for Excellence" from Bill Gates. This award is given to one individual in all of Microsoft's operations who exemplifies the Microsoft standards for excellence in every area of business.

Jaworski was credited with creating Microsoft's SmartPages and InfoBase software programs, the first internal uses of interactive media technology for the company's business. Jaworski also conducted and implemented customer service research that resulted in changes across all of Microsoft's operations. In his last position before leaving Microsoft in 1993, Jaworski was general manager of Microsoft University.

He began his career with Microsoft in 1985 as the third employee of Microsoft Canada. Starting as a marketing representative, he was promoted to national sales manager for Canada and later to general manager of U.S. sales operations.

In 1993, Jaworski joined Arabesque Software, where he was responsible for worldwide sales and customer inquiries. In addition, he was instrumental in the design and development of features for Arabesque ECCO, the company's award-winning product.

Most recently, Jaworski was founder, president and CEO of Provident Ventures Inc., a developer of high-end custom products and services for presentations, Internet and Intranet sites, and interactive computer-based training. Provident developed the award-winning Unlocking Our Potential(TM) training software and served clients including Microsoft, GTE, Intel, Times Mirror and Real Networks. Provident Ventures sold its service business to Centris Inc. in February 1999.

Gaylord Entertainment is a diversified entertainment company operating in three business groups: hospitality and attractions, creative content and interactive media. Among its properties are WSM Radio and the Grand Ole Opry, the Opryland Hotel, the Ryman Auditorium, Acuff-Rose Music Publishing, Word Entertainment, Opryland Productions, WWTN Radio, Country Music Television International and Z Music Television. It is headquartered in Nashville, Tenn. Its stock is traded on the New York Stock Exchange (symbol: GET).