



## **Superstars Shine as CBS Celebrates 75th Anniversary of Gaylord Entertainment's Grand Ole Opry; Thanksgiving Parade Coverage to Feature Opryland Hotel**

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NASHVILLE, Tenn.--(BUSINESS WIRE)--Nov. 21, 2000--Activities at two of Gaylord Entertainment Company's (NYSE:GET) properties, the Opryland Hotel Nashville and the Grand Ole Opry, will entertain millions of Thanksgiving Day television viewers on two CBS specials.

The coverage begins with the broadcast of "The All-American Thanksgiving Day Parade," which includes the Opryland Aqua Parade from inside the Opryland Hotel. The Opryland Aqua Parade has "floats that really float" on a quarter-mile-long river inside a 4.5-acre glass-roofed garden area called the Delta.

The show features parades in Honolulu, Detroit and New York as well as the Opryland Aqua Parade, which is hosted by country singer Toby Keith and reigning Miss USA Lynnette Cole. Parade coverage is from 9 a.m. - noon EST, and the Opryland Aqua Parade is the show's high-viewership final segment just prior to "The NFL Today" and the Patriots vs. Lions game.

That evening, CBS turns its attention to the longest-running live radio show in the world when it airs "The Grand Ole Opry 75th--A Celebration." The venerable show is marking its 75th anniversary year with a variety of special events and activities.

Country music superstars Vince Gill and Dolly Parton will host the two-hour special (9-11 p.m. EST). More than 70 country music stars are members of the Opry's family, and among those who will perform on the CBS special are Bill Anderson, Garth Brooks, Little Jimmy Dickens, Alan Jackson, George Jones, Loretta Lynn, Martina McBride, Charley Pride, Porter Wagoner and Trisha Yearwood. Dickens, Jones, Lynn, Parton and Pride are all members of the Country Music Hall of Fame.

"Our vision as a company is to produce quality entertainment experiences that make a positive difference in people's lives," said president and chief executive officer Dennis Sullivan. "These two television shows are great examples of wonderful family entertainment that we know will brighten millions of homes on Thanksgiving."

An additional national media event involving the company is scheduled on National Public Radio's "All Things Considered" on Friday (Nov. 24). The show's "Lost and Found Sound" feature is titled "Pan American Blues" and focuses on DeFord Bailey, an early cast member of the Grand Ole Opry. Bailey was known as the "Harmonica Wizard," and the feature will include his music and details about the Opry's early years. "All Things Considered" airs in afternoon drive-time; check local listings for exact times.

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

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