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Gaylord Entertainment Chooses Canyon Ranch to Provide Unsurpassed Spa Experience At Gaylord Palms

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NASHVILLE, Tenn., Dec 13, 2001 (BUSINESS WIRE) -- Gaylord Entertainment Company (NYSE:GET), a diversified hospitality and entertainment company, has finalized plans for Canyon Ranch, the leading operator of destination health resorts, to operate the spa and fitness facility at its state-of-the-industry property Gaylord Palms Resort and Convention Center. The spa facility will be operated by Canyon Ranch's SpaClub division.

"Canyon Ranch is world renowned not only for its exceptional spa facilities and treatments, but for its unique approach to healthy living education and awareness," said Colin Reed, president and CEO of Gaylord Entertainment Company. "The addition of a Canyon Ranch SpaClub will complement the high quality product and services our newest Gaylord Hotel offers to our guests. The Spa amenity among the many others will ensure our property is unparalleled in the hospitality and convention business."

Canyon Ranch SpaClub at Gaylord Palms Resort will feature 20,000 square feet of state-of-the-art spa, wellness and fitness facilities, plus a luxurious full-service beauty salon. SpaClub will offer the most desirable spa amenities available: there will be 25 massage, body and skin care treatment rooms, a comprehensive fitness facility with cardiovascular and weight training equipment, men's and women's locker rooms with steam and sauna rooms.

Canyon Ranch healthy living experts will offer presentations and workshops addressing lifestyle change, health and medical issues, stress management, smoking cessation, healthy aging and disease prevention. Canyon Ranch certified fitness instructors will conduct daily group and private fitness, yoga and tai chi classes for guests. Additionally, SpaClub staff professionals will be available to present unique healthy living activities such as energy breaks, during conferences held at Gaylord Palms.

The Canyon Ranch SpaClub Salon at Gaylord Palms will offer complete beauty services for women and men. The extensive Salon menu will feature hair design and nail care treatments, including luxurious spa manicures and pedicures, makeup consultations and makeovers.

The SpaClub will offer an array of rejuvenating spa and body treatments including massages and therapeutic bodywork, mud, aromatherapy, ayuvedic and seaweed treatments, facials and masks and conditioning body scrubs. Canyon Ranch's popular Signature Service, Euphoria, a 100-minute conditioning massage and body treatment, will also be on the spa menu.

Canyon Ranch cuisine offerings from the incomparable Canyon Ranch kitchens - food that is both nutritious and created with the highest gourmet standards - will be available at various restaurants throughout Gaylord Palms.

"Canyon Ranch is honored to be associated with this Gaylord resort property," said Jerry Cohen, Canyon Ranch President and CEO. "We are proud to be able to offer a rejuvenating health and wellness oasis for guests from around the world who will be visiting the Gaylord Palms for business or pleasure, as well as convention-delegates and their spouses."

Opening February 2, 2002, Gaylord Palms, offers a total destination resort including world-class meeting facilities, family entertainment and recreation, 1,406 rooms including 115 suites, Florida-themed restaurants and lounges including a 60-foot sailboat in the "Key West" area, and a retail street with fabulous shopping. Located in Kissimmee, Fl., the resort is just five minutes from the main gate of the Walt Disney World Resort. The 20,000 square-foot Canyon Ranch SpaClub at Gaylord Palms will be one of the largest spa and fitness facilities in Central Florida.

Gaylord Palms will be Canyon Ranch's third SpaClub facility. The first Canyon Ranch SpaClub opened in 1999 at The Venetian Resort in Las Vegas, Nevada. In November 2001, Canyon Ranch announced it was designing and operating the health spa and fitness facilities on board the Queen Mary 2, a luxury liner from Cunard Lines. Canyon Ranch operates two destination health resorts. The original Canyon Ranch Health Resort was founded in 1979, by Mel and Enid Zuckerman, in Tucson, Arizona. Canyon Ranch in the Berkshires Health Resort opened in 1989 in Lenox, Massachusetts.

In 1996, an affiliate of Crescent Real Estate Equities Company (NYSE: CEI) acquired the real estate and other fixed assets of Canyon Ranch Health Resorts in Tucson and Lenox. Crescent also owns approximately 30 percent of the companies that develop and manage new Canyon Ranch properties globally, such as Canyon Ranch SpaClub and Canyon Ranch at Sea, a division formed in 2000 to operate a line of luxury spa cruise vessels.

Gaylord Entertainment Company is a diversified hospitality and entertainment business whose portfolio includes the Gaylord Hotels: Gaylord Opryland Resort and Convention Center in Nashville, Tenn.; Gaylord Palms Resort and Convention Center in Kissimmee, Fla.; and, Gaylord Opryland Resort and Convention Center in Grapevine, Texas. The company's businesses also include the Grand Ole Opry, The Ryman Auditorium, The General Jackson Showboat, WSM Radio and Acuff-Rose Music Publishing. Gaylord Entertainment's stock is traded on the New York Stock Exchange under the symbol GET.

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