



Gaylord Entertainment Names Mark Fioravanti Senior Vice President of Sales and Marketing

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NASHVILLE, Tenn.--(BUSINESS WIRE)--Nov. 14, 2002--

Hospitality veteran to oversee efforts to maximize synergies between sales and marketing

Gaylord Entertainment (NYSE:GET) today announced Mark Fioravanti has been named senior vice president of sales and marketing. Fioravanti, who joined the company earlier this year as vice president of marketing, will report to Jay Sevigny, president of Gaylord Opryland Resort & Convention Center.

"Our sales and marketing efforts have been very successful despite the current economic environment," Fioravanti said. "My charge is to ensure we continue to build that momentum through the continued development of our hospitality and entertainment brands, the development of industry-leading analytical tools, and the execution of major competitive initiatives."

"Mark is a great fit in this role for our organization," Sevigny said. "The continued development of our company-wide sales and marketing capabilities is a key driver of our hospitality strategy and the growth of the Gaylord Hotels brand."

In his former position, Fioravanti provided leadership in developing and marketing new and existing Gaylord Entertainment brands. In his new role, Fioravanti will continue to handle those responsibilities while working with Gaylord Hotels Senior Vice President of Sales Randy Miller.

Fioravanti has more than 16 years' experience in the hospitality, casino entertainment and real estate industries. He joined Gaylord from Harrah's Entertainment, where he spent the past nine years, and he was most recently with Harrah's New Orleans as vice president of finance and administration. His other roles included corporate director of strategic planning and director of marketing, planning and strategy.

Fioravanti graduated from Ohio State University, where he earned his bachelor of science degree. He also holds a master's of business administration from the University of Tennessee.

About Gaylord Entertainment

Gaylord Entertainment, a leading hospitality and entertainment company based in Nashville, Tenn., owns and operates Gaylord Hotels branded properties, including the Gaylord Opryland Resort & Convention Center and the Radisson Opryland Hotel in Nashville, and the Gaylord Palms Resort & Convention Center in Kissimmee, Fla. The company's entertainment brands include the Grand Ole Opry, the Ryman Auditorium, the General Jackson Showboat, the Springhouse Golf Club, the Wildhorse Saloon, and WSM-AM, WSM-FM and WWTN Radio. Gaylord Entertainment's stock is traded on the New York Stock Exchange under the symbol GET. For more information about the company, visit www.gaylordentertainment.com.

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