



## Westwood One and the Grand Ole Opry Announce the Launch of America's Grand Ole Opry Weekend

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NEW YORK--(BUSINESS WIRE)--Feb. 25, 2003--Westwood One (NYSE: WON) and Gaylord Entertainment Company's (NYSE: GET) Grand Ole Opry will launch America's Grand Ole Opry Weekend, a two-hour weekly syndicated radio program beginning this April. America's Grand Ole Opry Weekend will feature Grand Ole Opry performances from today's biggest Country Music stars recorded live from the Grand Ole Opry stage in Nashville, Tenn.

Westwood One is proud to bring the Grand Ole Opry - a staple of Country radio on WSM for more than 77 years - to listeners nationwide. America's Grand Ole Opry Weekend will feature live performances from today's top country music artists while keeping the flavor and tradition that has earned the Opry its legendary reputation. America's Grand Ole Opry Weekend affiliates will also receive a daily two-minute feature, "Backstage at the Opry," featuring the behind-the-scenes stories that make Opry performances so memorable for both the artists and the audience.

"The Grand Ole Opry is the most recognized brand and the leading authority in country music," said Colin Reed, president and CEO of Gaylord Entertainment. "Our goal is to build upon the rich heritage of the Opry by expanding the brand and its distribution to every market across this nation."

"We are very excited about being able to provide this renowned programming to radio stations coast to coast," said Charlie Cook, SVP of Programming for Westwood One. "Listeners love to hear their favorites in this legendary setting and programmers have asked for live music on the radio. Now we're giving them the strongest brand in Country Music and the top stars that they play everyday."

Over the past year, the Grand Ole Opry has hosted the debuts of some of country music's superstars such as the Dixie Chicks, Toby Keith and Tim McGraw, in addition to appearances by the talented musical cast of Grand Ole Opry members from Vince Gill and Brad Paisley to Bill Anderson and George Jones.

"The Grand Ole Opry is the revered home of Country Music that enjoys tremendous awareness and respect across this nation. Radio syndication underscores our commitment to showcase the Opry's unique content and to further the relationship between artists and fans," said Steve Buchanan, senior vice president of media & entertainment, Gaylord Entertainment.

"As an industry, we welcome this opportunity with Westwood and the Grand Ole Opry to provide greater exposure for our artists and their music," said Joe Galante, chairman, RCA Label Group.

Westwood One, First in Country, delivers the best country programming and biggest country music events exclusively to radio including Dixie Chicks: Home Album Premiere, Lee Ann Womack: Something Worth Leaving Behind Album Premiere, Toby Keith: Unleashed Album Premiere, Martina McBride's Greatest: Live In Concert, Dixie Chicks On The Fly, the CBS Television simulcast of The Grand Ole Opry 75th - A Celebration featuring Garth Brooks, Reba Takes Manhattan with Reba McEntire, and exclusive coverage of Brooks and Dunn's Neon Circus & Wild West Show Tour. Westwood One also provides the most popular weekly country programs including Country Gold, The Weekly Country Music Countdown, Stars of Country, CMT's Country Countdown USA with Lon Helton and Country's Cutting Edge.

The Grand Ole Opry has over its 77-year history become synonymous with the best in country music. The world's longest-running radio show, the Opry has not missed a Saturday night broadcast on 650 WSM since it first aired on Nov. 28, 1925. Today, the Opry can also be heard via the Internet at [www.opry.com](http://www.opry.com) and [www.wsmonline.com](http://www.wsmonline.com), and on Sirius Satellite Radio. Additionally, a one-hour portion of the Opry can be seen on CMT: Country Music Television each week as Grand Ole Opry Live. It is CMT's highest-rated weekly series.

Westwood One (NYSE: WON) provides over 150 news, sports, music, talk, entertainment programs, features, live events and 24/7 Formats. Through its subsidiaries, Metro Networks/Shadow Broadcast Services, Westwood One provides local content to the radio and TV industries including news, sports, weather, traffic, video news services and other information. SmartRoute Systems manages traffic information centers for state and local departments of transportation, and markets traffic and travel content to wireless, Internet, in-vehicle navigation systems and voice portal customers. Westwood One serves more than 7,700 radio stations. Westwood One is managed by Infinity Broadcasting Corporation. For more information visit [www.westwoodone.com](http://www.westwoodone.com).

The Grand Ole Opry is a property of Gaylord Entertainment, a leading hospitality and entertainment company based in Nashville, Tenn. Gaylord Entertainment also 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 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](http://www.gaylordentertainment.com).

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