



Florida's Luxurious Gaylord Palms Receives AAA's Four Diamond Rating; Kissimmee Resort Also Adds Coveted Pinnacle Award to Growing List of Achievements

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KISSIMMEE, Fla.--(BUSINESS WIRE)--June 4, 2003--Gaylord (NYSE:GET) Palms Resort & Convention Center announced today it has been named an elite Four-Diamond property by AAA for maintaining attentive service, upscale facilities and a superior standard of hospitality. The AAA accolade comes on the heels of the destination resort garnering the coveted Successful Meetings Pinnacle Award. Both achievements reflect a high level of service during Gaylord Palms' inaugural year of operation.

"We're thrilled to win these designations the first year out of the gate," said John Caparella, senior vice president and general manager. "These achievements are an early indication of success for Gaylord Hotels and our commitment to reinvent the resort and convention experience."

Each year, AAA's full-time professional field representatives conduct unannounced visits to rigorously evaluate accommodations throughout North America. Those facilities that qualify are assigned an overall rating of one to five diamonds.

According to AAA, 4-Diamond establishments are upscale in all areas. The fundamental hallmarks at this level include an extensive array of amenities combined with a high degree of hospitality, service and attention to detail. Less than three percent of the nearly 30,000 AAA-approved properties achieve the 4-Diamond distinction.

Among meeting, incentive travel and convention planners, the Pinnacle Award is widely regarded as the most credible and prestigious symbol of excellence for outstanding meeting destinations. Criteria for selecting winners of the award include excellence in service, facilities, guestrooms, overall conference facilities, conference services, food and beverage, recreation, and sales.

The Pinnacle Award - with its convention industry focus - is especially important for Gaylord Palms, which attributes more than 80 percent of its sales to convention-related activities. With 400,000 square feet of function space, the 1,406-room resort has a convention space-to-rooms ratio that is larger than any resort in the world.

"We are certainly the first Central Florida resort to commit entirely to the meeting and convention business," Caparella said. "That makes accolades from within this industry doubly sweet."

Caparella attributes both achievements to the resort staff's tireless commitment to delivering superior guest service. Since opening in 2002, the resort has received praise for its "Consider it Done" service from the news media, meeting planners and resort guests. Gaylord Palms was also named "Best Florida Resort" in September by Florida Monthly magazine.

Sharing in the spotlight, sister property Gaylord Opryland Resort & Convention Center in Nashville has also been honored with several prestigious industry awards including the Meetings & Conventions Gold Key Elite Award and Gold Platter Award. Gaylord Opryland Resort is the only property to receive Successful Meetings' Pinnacle Award every year in its 18-year history.

AAA began rating properties in 1963 and adopted the Diamond rating system in 1977. Gaylord Palms will be announced a Pinnacle Award winner in the August issue of Successful Meetings Magazine.

About Gaylord Palms

Gaylord Palms Resort & Convention Center has gained the attention of the meeting and convention industry by providing world-class convention and leisure-focused amenities - all in one place. The award-winning Gaylord Palms is a Gaylord Hotels-branded property owned by Gaylord Entertainment (NYSE:GET), a leading hospitality and entertainment company based in Nashville, Tenn. For more information, visit www.gaylordpalms.com or www.gaylordentertainment.com.

CONTACT: Gaylord Entertainment, Kissimmee
Keith Salwoski, 407/586-0315
ksalwoski@gaylordhotels.com

SOURCE: Gaylord Entertainment