



'Grand Ole Opry Live' Moves to Great American Country Beginning This Fall

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NASHVILLE, Tenn.--(BUSINESS WIRE)--Sept. 4, 2003--

GAC to Broadcast 'Opry Live' To Country Music Fans Six Times Weekly Including Tuesdays in Primetime

The Grand Ole Opry announced today that "Grand Ole Opry Live," cable television's top-rated weekly music series, will be available each week of the year on the Great American Country (GAC) network. Beginning Saturday, Oct. 4, the popular show moves to GAC from Country Music Television (CMT). The television broadcast schedule includes 52 weekly telecasts airing on Saturday nights at 8 p.m. EST and repeating three times on weekends and twice on Tuesday evenings - allowing fans six opportunities a week to see "Grand Ole Opry Live."

"The continued growth of the Opry's distribution was an important factor in the decision to partner with Great American Country, and we determined unequivocally that Great American Country is the right home for 'Grand Ole Opry Live,'" said Steve Buchanan, senior vice president of media and entertainment for Gaylord Entertainment. "The weekly television series coupled with WSM-AM, radio syndication, satellite radio, Armed Forces Radio and Internet broadcast makes the Grand Ole Opry available around the world. And, with more frequent viewing opportunities on GAC, we'll continue to draw country music's best and brightest performers, which translates into more excitement for country music enthusiasts."

GAC and its parent company, Jones Media Networks, are the largest providers of country music programming in America. In addition to the weekly broadcasts on GAC, Jones Media Networks will also provide the Grand Ole Opry with significant cross-platform exposure through its network of other media companies, including Jones Radio Networks (JRN). JRN is the nation's largest provider of live, 24-hour music formats to radio via satellite, serving some 1,200 stations and such popular syndicated country radio shows as "Lia," "Danny Wright," and "Bill Cody's Classic Country Weekend."

"We are very pleased 'Grand Ole Opry Live' will be moving to GAC and to be establishing a long-term relationship with the Opry," said Jeffrey Wayne, president of Great American Country. "The Grand Ole Opry is the longest-running radio show and best-known music program in the world today. It is truly an institution and has instant brand-name recognition that will resonate with our viewers. The addition of the Opry, the crown jewel of country programming, supports Jones Media Network's goal of becoming the preeminent country programmer in the world."

"It is important to see Gaylord expanding the great franchise of the Grand Ole Opry by utilizing all the exciting media opportunities available, as they also integrate many of today's best country artists," said Ed Benson, executive director of the Country Music Association. "We hope the new relationship will be rewarding for both Gaylord and Jones as well as the country music industry."

"This partnership between the Grand Ole Opry and Great American Country gives the Opry the opportunity to reach the people who truly love and revere country music, and in turn for those people the opportunity to see where it all began," said Grand Ole Opry member Vince Gill.

Avenues for fans to enjoy the Grand Ole Opry now include: Great American Country; 650 WSM-AM, the home of the Grand Ole Opry since 1925; 205 radio stations across the country through syndication of "America's Grand Ole Opry Weekend," which is distributed by Westwood One; Sirius Satellite Radio's Stream 132; www.opry.com and www.wsmonline.com; and the Armed Forces Radio Network.

"The Grand Ole Opry is now aligned with three of country radio's major players - Cumulus Media, Westwood One and Jones Radio Networks," Buchanan said. "All target the core country music consumer very effectively, and we are delighted to have solidified these relationships as the Opry platform continues to expand for both its fans and the Opry's talented performers. Great American Country is an excellent addition to our distribution as it shares the Opry's commitment to perpetuating its rich legacy by presenting the best performers of today and its most promising artists of the future."

The new season of "Grand Ole Opry Live" will be produced by High Five Entertainment, an internationally recognized, Emmy Award-winning production company based in Nashville with more than 600 television productions to its credit. The season will kick off with a Patsy Cline Tribute special on Saturday, Oct. 4, featuring Rebecca Lynn Howard and Lee Ann Womack. The new MCA release, "Remembering Patsy Cline," is due in stores Sept. 9.

About the Grand Ole Opry

The Grand Ole Opry presents the best in country music live every week from Nashville, Tenn. A uniquely American experience for more than 77 years, the Opry can be heard on 650 WSM-AM, Stream132 on Sirius Satellite Radio, www.opry.com and the Armed Forces Radio Network. The syndicated weekly program, America's Grand Ole Opry Weekend, airs on more than 200 country radio stations across the country, and Grand Ole Opry Live airs each weekend. The Grand Ole Opry is owned by Gaylord Entertainment (NYSE:GET), a leading hospitality and entertainment company based in Nashville. For more information, visit www.opry.com or www.gaylordentertainment.com.

About GAC and Jones Media Networks

GAC is America's only 24-hour country music television network dedicated to country's core audience, adults 25-54. GAC reaches over 25 million Nielsen households with access to country's superstars, legends and emerging artists through a mix of music videos, interviews, performance specials and exclusive marquee programming. GAC is a subsidiary of Jones Media Networks Ltd., an independent producer and syndicator of nationally distributed radio and cable television programming, and operates a leading network radio advertising rep firm. The Company currently syndicates radio programming and services to approximately 5,400 radio stations throughout the U.S. and reaches approximately 150 million radio listeners each week.

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