



Gaylord Entertainment Appoints Mark Fioravanti President of ResortQuest International; Hospitality Industry Veteran to Head Vacation Property Management Leader

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NASHVILLE, Tenn.--(BUSINESS WIRE)--March 10, 2004--Gaylord Entertainment (NYSE:GET), has appointed Mark Fioravanti to lead its vacation rental property management business, ResortQuest International, as president. Fioravanti succeeds Jim Olin who led ResortQuest during its recent acquisition by Gaylord Entertainment. Fioravanti will report to Colin Reed, Gaylord's president and chief executive officer. The change is effective immediately.

"ResortQuest has struggled the last few years to develop into the powerhouse brand we believe it should be. We have a good management team in place at the operating level but ResortQuest has lacked the experience necessary to build the brand," said Reed. "We expect to rapidly transform ResortQuest's collection of 18,000 vacation property rental units into a world-class brand. Mark has a proven track record of delivering results over the many years I have known him and I'm confident that he is the right leader for ResortQuest."

"At the same time, we appreciate Jim's years of service to ResortQuest and his role in integrating the company into Gaylord Entertainment Co," said Reed. "We wish him the best in his future plans."

Fioravanti, 42, was most recently Gaylord Entertainment's senior vice president of marketing. He has been instrumental in strengthening the appeal and reach of Gaylord Entertainment's brands, including Gaylord Hotels, the world-renowned Grand Ole Opry and ResortQuest.

"I believe that ResortQuest possesses all of the key attributes required for leadership in the vacation property rental management business," said Fioravanti. "We have a terrific team of experienced managers; we are in the most desirable vacation destinations from Hawaii to Florida; and we have a renewed dedication to outstanding customer service. ResortQuest is one of the most exciting growth opportunities in the hospitality and leisure industry. With the focus and commitment of the entire management team I believe ResortQuest can become an integral part of Gaylord Entertainment's success."

Fioravanti brings more than 16 years of experience in the hospitality and real estate industries. He joined Gaylord in November 2002 from Harrah's Entertainment where he held positions of increasing responsibility in operational finance and leading the company's strategic planning function.

Fioravanti received his undergraduate degree from The Ohio State University in Columbus and earned a master's degree in business administration from the University of Tennessee in Knoxville.

About Gaylord Entertainment

Gaylord Entertainment (NYSE: GET), a leading hospitality and entertainment company based in Nashville, Tenn., owns and operates three industry-leading brands - Gaylord Hotels (www.gaylordhotels.com), its network of upscale, meetings-focused resorts; ResortQuest International (www.resortquest.com), the nation's largest vacation rental property management company; and the Grand Ole Opry (www.opry.com), the weekly showcase of country music's finest performers for 78 consecutive years. The company's entertainment brands and properties include the Radisson Hotel Opryland, Ryman Auditorium, General Jackson Showboat, Springhouse Golf Club, Wildhorse Saloon and WSM-AM Radio. For more information about the company, visit www.gaylordentertainment.com.

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