



Grand Ole Opry Names Cracker Barrel Old Country Store As First-Ever Presenting Sponsor

October 1, 2004

PARTNERSHIP STRENGTHENS NEARLY 30 -YEAR RELATIONSHIP

NASHVILLE, Tenn., (Oct. 1, 2004) -- The Grand Ole Opry will add a new name atop its legendary lineup when Cracker Barrel Old Country Store becomes the first presenting sponsor in the 79-year history of the Opry. As the presenting sponsor, Cracker Barrel will become an integral part of the Opry's signature blend of music and entertainment, effective today.

"In many ways the legacy of the Grand Ole Opry has been built over the years on its great relationships with the artists, its national distribution and its successful association with its sponsors," said Colin V. Reed, president and chief executive officer of Gaylord Entertainment Co. (NYSE: GET) which owns the Opry. "Both the Opry and Cracker Barrel are well known for inspiring great loyalty among their customers so we believe our companies will be able to expand the reach of these powerful brands into their respective markets. We are delighted to strengthen the Opry's affiliation with Cracker Barrel Old Country Store."

"The Grand Ole Opry is an extraordinary brand with deep roots in country music and entertainment," said Cy Taylor, Executive Vice President and incoming President & COO of Cracker Barrel Old Country Store, Inc. "For the past 35 years, we have built Cracker Barrel Old Country Store on a great tradition of pleasing people, and we believe our brand will be right at home as presenting sponsor of the Opry."

"The Grand Ole Opry Presented by Cracker Barrel Old Country Store" is a multi-year agreement that will closely align these two iconic brands before a worldwide audience of more than 42 million households. The presenting sponsorship includes:

- Co-branded promotional mentions on the syndicated radio program America's Grand Ole Opry Weekend as well as Grand Ole Opry Live, which airs on GAC: Great American Country and CMT Canada;
- Three, 60-second spots during Cracker Barrel's sponsored segment on Opry radio broadcasts, and presenting sponsor mentions on Sirius Satellite Radio and 650 WSM-AM;
- Online Cracker Barrel identifications, banner advertisements and links on www.opry.com and on the Opry streaming audio webcast on wsmonline.com;
- Presenting sponsor identification in Grand Ole Opry show programs including full-page advertisements, tickets, and other collateral materials in the Opry House;
- Daily advertisements on a new video screen atop a 70-foot sign outside the Opry House along Briley Parkway in Nashville;
- Presenting sponsorship signage in and around the Opry House including more than 170 Opry Plaza pole banners;
- Opportunities for additional cooperative marketing programs between the two companies.

"We take great pride in strengthening our long-standing relationship with Cracker Barrel as our first presenting sponsor," said Steve Buchanan, senior vice president of Gaylord Entertainment. "The Cracker Barrel brand is a natural fit with the Opry and we believe the sponsorship now provides us the opportunity to share the uniqueness of the Opry with Cracker Barrel guests in more than 500 stores in 41 states."

Executives from the companies will formally announce the presenting sponsorship on stage during the first segment of tonight's show at the Opry House in Nashville.

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 nearly 79 years, the Opry can be heard on 650 WSM-AM, Stream 137 on Sirius Satellite Radio and www.opry.com. The syndicated weekly program America's Grand Ole Opry Weekend airs on more than 200 country radio stations across the country and on the Armed Forces Radio Network, and Grand Ole Opry Live airs each weekend on GAC: Great American Country and CMT Canada. The Grand Ole Opry is owned by Gaylord Entertainment (NYSE: GET), a Nashville-based hospitality and entertainment company that also owns and operates Gaylord Hotels and ResortQuest International. For more information, visit www.opry.com or www.gaylordentertainment.com.

About Cracker Barrel

Cracker Barrel Old Country Store, Inc. is a wholly owned subsidiary of the publicly held CBRL Group, Inc. Cracker Barrel was established in 1969 in Lebanon, Tenn. Each Cracker Barrel Old Country Store is modeled after a 1900-era country store, featuring old photographs, authentic antiques, memorabilia and a real woodburning fireplace with a stone hearth to add a warm cozy touch to the dining room. The restaurant serves up hearty meals of such comfort foods as meatloaf and homemade chicken n' dumplings, and made-from-scratch biscuits using an old family recipe. The retail store has more than 2,700 gift items including accessories for the home, old-fashioned candies, books on audio, nostalgic items, and children's games and puzzles, including classic favorites such as Raggedy Ann & Andy, and Slinky.

Cracker Barrel Old Country Store, Inc. operates 506 company-owned locations in 41 states. Every Cracker Barrel is open seven days a week with

hours Sunday through Thursday, 6 a.m. – 10 p.m., and Friday and Saturday, 6 a.m. - 11 p.m. For more information, visit www.crackerbarrel.com

Media Contacts:

Jessie Schmidt or Darlene BieberSchmidt Public Relations.(615) 846-3878
Jessie@schmidtpr.com or Darlene@schmidtpr.com
Jim Taylor, Sr. Specialist, Corporate Communications
Cracker Barrel Old Country Store, Inc.
(615) 444-5533 x. 4082
jtaylor@crackerbarrel.com

Investor Relations Contacts:

David Kloeppel, CFO
Gaylord Entertainment
(615) 316-6101
dkloeppel@gaylordentertainment.com
~or~
Jason Morgan, VP Strategic Planning
and Investor Relations
Gaylord Entertainment
(615) 316-6561
jmorgan@gaylordentertainment.com
~or~
Monica Huang
Sloane & Company
(212) 446-1874
mhuang@sloanepr.com