



Gaylord Entertainment and DreamWorks Animation Unveil Strategic Alliance Featuring the DreamWorks Experience within Gaylord Hotels' Family-Friendly Leisure Offerings

April 27, 2011

NASHVILLE, Tenn. & GLENDALE, Calif., Apr 27, 2011 (BUSINESS WIRE) --

Gaylord Entertainment (NYSE: GET) and DreamWorks Animation SKG, Inc. (Nasdaq: DWA) today unveiled a strategic alliance to expand Gaylord Hotels' family-friendly leisure offerings to feature the DreamWorks Experience, the next generation of family vacation programming and world class entertainment.

As part of this strategic alliance, Gaylord plans to offer unique leisure experiences for its guests featuring DreamWorks Animation's iconic characters at all Gaylord properties. The live interactive experiences will include character breakfasts, newly themed Christmastime events, poolside activities in the summer, imaginative food-and-beverage offerings, private birthday parties, festive parades, merchandise and various themed entertainment. Gaylord Hotels plans to feature live appearances by characters from current DreamWorks Animation franchises, including "Shrek," "Kung Fu Panda," and "Madagascar," as well as other future films and characters from the studio.

This program furthers Gaylord's focus on growing the leisure side of its business and continuing to drive revenue through its top-notch entertainment attractions throughout the year. DreamWorks Animation characters will be integrated into existing Gaylord Hotels' holiday and summer offerings, which Gaylord believes will further increase the popularity of these highly successful, award-winning family offerings in addition to augmenting the experience of Gaylord Hotels' convention guests.

"We are honored to form such an exciting alliance with one of the most visionary entertainment companies in the world to bring the iconic DreamWorks Animation characters to life for our leisure hotel guests," said Colin V. Reed, chairman and chief executive officer of Gaylord Entertainment. "We have been looking for a significant way to expand our leisure offerings for some time, and this program with DreamWorks Animation will allow us to offer unique experiences that will enthrall our customers. Importantly, today's announcement should allow us to meaningfully enhance occupancy and revenue on the leisure side of our business, particularly during the summer and holiday periods, when group business is traditionally slower and lower-rated."

"Gaylord Entertainment has displayed an incredible commitment to creativity and high-quality family entertainment, making each of their world-class U.S. resorts an ideal destination for the DreamWorks Animation brand," commented Jeffrey Katzenberg, chief executive officer of DreamWorks Animation. "We look forward to bringing to life the characters, stories and worlds featured in our film franchises in new and innovative ways throughout the Gaylord Hotel guest experience starting this year."

Vacation packages featuring the "DreamWorks Experience at Gaylord Hotels" go on sale in July 2011. The experiences will go live in all four resorts beginning in November 2011, as part of Gaylord's award-winning Christmastime programs.

Media Note: *High-definition broadcast quality b-roll footage and high-res images of DreamWorks characters at Gaylord Hotels available at www.gaylordhotels.com/media-room*

About Gaylord Hotels(R)

Gaylord Hotels is a collection of four upscale resorts that afford endless opportunities for leisure travelers and conventioners. The hotel company's hallmark -- "everything in one place" -- provides vacationers with diverse dining options, quality spa and fitness center services, top-notch entertainment, on-site shopping and endless activities -- all within each resort. Gaylord Hotels is a pioneer in the hotel and convention industry with properties in the nation's most desirable destinations. Gaylord Hotels include Gaylord Opryland(R) in Nashville, Tenn.; Gaylord Palms(R) in Kissimmee, Fla. near Orlando; and Gaylord Texan(R) on Lake Grapevine near Dallas, Texas, and Gaylord National(R) on the Potomac in National Harbor, Md. Gaylord Hotels is owned and operated by Gaylord Entertainment (NYSE: GET), a leading hospitality and entertainment company based in Nashville, Tenn. For more information, please visit: www.gaylordhotels.com.

About DreamWorks Animation

DreamWorks Animation creates high-quality entertainment, including CG animated feature films, television specials and series, live entertainment properties and online virtual worlds, meant for audiences around the world. The Company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques. DreamWorks Animation has been named one of the "100 Best Companies to Work For" by FORTUNE(R) Magazine for three consecutive years. In 2011, DreamWorks Animation ranks #10 on the list. All of DreamWorks Animation's feature films are now being produced in 3D. The Company has theatrically released a total of 21 animated feature films, including the franchise properties of Shrek, Madagascar, Kung Fu Panda and How to Train Your Dragon.

Caution Concerning Forward-Looking Statements

This document includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The Company's plans, prospects, strategies, proposals and our beliefs and expectations concerning performance of our current and future releases and anticipated talent, directors and storyline for our upcoming films and other projects, constitute forward-looking statements. These statements are based on current expectations, estimates, forecasts and projections about the industry in which we operate and management's beliefs and assumptions. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors, and other risks and uncertainties affecting the operation of the business of DreamWorks Animation SKG, Inc. These risks and uncertainties include: audience acceptance of our films, our dependence on the success of a limited number of releases each year, the increasing cost of producing and marketing feature films, piracy of motion pictures, the effect of rapid technological change or alternative forms of entertainment and our need to protect our proprietary technology and enhance or develop new technology. In addition, due to the uncertainties and risks involved in the

development and production of animated feature projects, the release dates for the projects described in this document may be delayed. For a further list and description of such risks and uncertainties, see the reports filed by us with the Securities and Exchange Commission, including our most recent annual report on Form 10-K and our most recent quarterly reports on Form 10-Q. DreamWorks Animation is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, changes in assumptions or otherwise.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=6699936&lang=en>



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