



BLAKE SHELTON AND RYMAN HOSPITALITY PROPERTIES, INC. ANNOUNCE WESTWARD EXPANSION OF OLE RED BRAND WITH FLAGSHIP LAS VEGAS STRIP LOCATION

NASHVILLE, Tenn. – (November 10, 2021) – Country superstar and Opry member **Blake Shelton** joined **Ryman Hospitality Properties** (NYSE: RHP) (“the Company”) today at a press conference to announce plans for a new Ole Red location in the heart of the Las Vegas Strip expected to open in 2023.

Located in front of Caesars Entertainment’s Bally’s Las Vegas at the Grand Bazaar Shops on the southeast corner of Las Vegas Boulevard and Flamingo Road, the planned **Ole Red Las Vegas** project will be the Company’s first location in the western United States. The Company expects to spend approximately \$30 million developing the venue. The four-story building will feature a main dining floor and two additional guest floors overlooking a central stage with state-of-the-art video, acoustics and lighting for a concert-quality experience that showcases curated artist line-ups daily. Guests will also enjoy food, beverages and a separate live music experience on an expansive 4,500 square-foot rooftop while taking in striking views of the Las Vegas cityscape. A made-from-scratch, Shelton-inspired menu will feature food items and specialty cocktails that are unique to the Las Vegas location and infused with southern hospitality. At approximately 27,000 square feet with a planned 686 seats, Ole Red Las Vegas is slated to be the brand’s largest location to date.

“Las Vegas is one of the most important leisure playgrounds on the planet with over 40 million tourists a year,” said Colin Reed, chairman and chief executive officer of Ryman Hospitality Properties. “As we expand this brand into tourist and convention-focused markets, Las Vegas is a natural fit since many of its top feeder markets are home to high concentrations of country lifestyle consumers. We are excited to have the opportunity to develop a flagship Ole Red location on such a coveted piece of commercial real estate within the Caesars Entertainment empire where over 100,000 people walk by each day.”

Ole Red Las Vegas will amplify the company’s commitment to artist discovery and development by providing concert-quality production resources, promotion across the brand’s platforms, and the opportunity to showcase original music alongside country’s greatest hits to music lovers from around the world.

“I know what it’s like to be a young musician playing bars and small venues, never knowing what to expect. I’m proud that we’re building a network of places where artists can get the kind of exposure playing live that is so critical for growing their fan base,” said Blake Shelton. “Having these locations for artists to play in different parts of the country is a dream come true.”

Ole Red Las Vegas will join four existing locations in Orlando, Florida; Tishomingo, Oklahoma; Nashville, Tennessee; and Gatlinburg, Tennessee; as well as a location in the Nashville International Airport, which is set to open in the first half of 2022. For the latest menu offerings and live music calendars, visit olered.com and follow @olered on social media.

****MEDIA ASSETS AVAILABLE [HERE](#)****

Video Courtesy: Ole Red

About Ole Red

Ole Red is a lifestyle and entertainment brand inspired by Blake Shelton’s clever, irreverent third-chart hit, “Ol’ Red.” Its bar, restaurant and live music venues showcase hand-selected country music talent alongside concert-quality production and a Shelton-inspired menu for a unique experience that is “served all day and night.” You can currently find Ole Red entertainment venues and products in four locations in the United States: **Nashville, Tennessee**, where the flagship, multi-story bar, restaurant and entertainment venue is located on famed Lower Broadway; **Tishomingo, Oklahoma**, Blake’s hometown; **Gatlinburg, Tennessee**, in the heart of the Great Smoky Mountains; and **Orlando, Florida**, which opened in 2020 at Icon Park. The fifth location is set to open in the **Nashville International Airport** in the first half of 2022. Ole Red is owned and operated by Ryman Hospitality Properties, Inc. as part of its Opry Entertainment division. For additional information about Ole Red, visit us online at OleRed.com.

Cautionary Note Regarding Forward Looking Statements

This press release contains statements as to the Company’s beliefs and expectations of the outcome of future events that are forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995. You can identify these statements by the fact that they do not relate strictly to historical or current facts. Examples of these statements include, but are not limited to, statements regarding the development and opening of an Ole Red location in Las Vegas, Nevada. These forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from the statements made, including risks and uncertainties associated with the development and completion of the new Ole Red location. Other factors that could cause results to differ are described in the filings made from time to time by the Company with the U.S. Securities and Exchange Commission and include the risk factors and other risks and uncertainties described in the Company’s Annual Report on Form 10-K for the fiscal year ended December 31, 2020 and its Quarterly Reports on Form 10-Q and subsequent filings. Except as required by law, the Company does not undertake any obligation to release publicly any revisions to forward-looking statements made by it to reflect events or circumstances occurring after the date hereof or the occurrence of unanticipated events.

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