



NEWS RELEASE

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KING KONG SUSHI CELEBRATES GRAND OPENING AT BROADWAY AT THE BEACH

July 18, 2008, Myrtle Beach, S.C. — Representatives of Broadway at the Beach today announced the grand opening of the complex's 18th restaurant, King Kong Sushi. Adorned with hand crafted millwork, modern lighting, four 50-inch plasma televisions and a sushi bar, King Kong Sushi, located adjacent to Celebrity Square, emanates a cozy lounge setting and provides waterfront dining options with views onto Lake Broadway.

King Kong Sushi proudly offers one of the largest selections of sushi rolls in the Myrtle Beach area including more than 100 varieties such as the Miami Roll which features tuna, avocado and cucumber and the South Carolina Roll which offers eel, fried shrimp, avocado and flying fish roe. Hibachi selections are also available in New York Strip, chicken, jumbo shrimp, sword fish, scallops and lobster and a selection of salads and soups are also offered. Menu items range in price from \$5.00 to \$17.00. King Kong Sushi is open from 10:00 a.m. until 2:00 a.m. seven days a week. For more information about King Kong Sushi, call (843) 626-2444.

"We are very excited about King Kong Sushi's grand opening at Broadway at the Beach," said Andy Tilmont, chief operating officer of Burroughs & Chapin Company Inc. "With more than 18 restaurants onsite, Broadway at the Beach's offerings can satisfy almost every palate imaginable. King Kong sushi offers an outstanding variety of sushi as well as other Japanese specialties. We wish them much success."

For more information about Broadway at the Beach, call (843) 444-3200 or visit BroadwayattheBeach.com.

About Broadway at the Beach

Broadway at the Beach is the largest festival entertainment complex in South Carolina and is owned and operated by Burroughs & Chapin Company Inc. The \$250 million attraction is set on 350-acres in the heart of Myrtle Beach and features three theaters, 19 restaurants and more than 100 specialty shops as well as attractions, nightclubs, and hotels, all surrounding the 23-acre Lake Broadway. The complex is a past recipient of the South Carolina Governor's Cup and was deemed the state's best travel destination by the South Carolina Department of Parks, Recreation & Tourism. Last year, 14.8 million people visited Broadway at the Beach, making it the region's most popular destination.

Among Broadway at the Beach's restaurants are Hard Rock Café, Planet Hollywood and Jimmy Buffett's Margaritaville. The complex also boasts three hotels, the Hampton Inn, the Fairfield Inn and the Holiday Inn Express. Broadway at the Beach is also home to the IMAX 3D Theatre, the award-winning Ripley's Aquarium, Palace Theatre, Carmike's Broadway Cinema 16 and the Pavilion Nostalgia Park, which features nine rides from the former Pavilion Amusement Park, one of Myrtle Beach's most popular family attractions for more than 58 years. The complex's Celebrity Square includes a New Orleans-inspired nightclub district.

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