



Craig L. Leipold Named To Gaylord Entertainment Board Of Directors

December 14, 1998

NASHVILLE, Tenn., Dec. 14, 1998--Craig L. Leipold, Chairman and Chief Executive Officer of the National Hockey League Nashville Predators and of the Rainfair Corporation in Racine, Wisc., has been named to the board of directors of Gaylord Entertainment Company (NYSE:GET)

The appointment was announced by Edward L. Gaylord, Chairman of Gaylord Entertainment.

Craig has a tremendous energy level and a great marketing background as evidenced by the extraordinarily successful launch of the NHL's newest expansion team, the Nashville Predators, Gaylord said. He brings many attributes to Gaylord Entertainment, and his perspective on our operations will be invaluable.

Leipold, a graduate of Hendrix College in Conway, Ark., began his business career in sales and marketing at Kimberly-Clark Corporation, and he later founded Ameritel Corporation, a telemarketing firm that specialized in business-to-business sales contracts for major companies. He maintains residences in Racine and Nashville.

Gaylord Entertainment Company is a diversified entertainment company operating in three business segments: hospitality and attractions; broadcasting and music; and cable networks. Among its properties are the Opryland Hotel, WSM Radio and the Grand Ole Opry, Acuff-Rose Music Publishing, KTVT-TV in Dallas/Fort Worth, Word Entertainment, Z Music Television, CMT International, the Wildhorse Saloon and the Ryman Auditorium.