



Gaylord Entertainment Announces Key Leadership Team Promotions

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NASHVILLE, Tenn., Nov 21, 2008 (BUSINESS WIRE) -- Gaylord Entertainment Company (NYSE: GET) today announced several key promotions, effective immediately. The moves come in recognition of the outstanding role each has played in Gaylord's continued success.

-- Rich Maradik, currently senior vice president and chief information officer will retain these roles in addition to taking the reigns as chief marketing officer. Maradik will be charged with leading the efforts on Gaylord's improved customer relationship management systems.

-- Gara Pryor, presently vice president of compensation, benefits and human resources information systems, will assume the role of senior vice president of human resources.

-- Carter Todd, formerly senior vice president and general counsel has been promoted to executive vice president and will retain his general counsel responsibilities. Todd will also lead the Company's corporate compliance efforts.

"These individuals have each demonstrated superior skills and leadership in their respective fields during their tenures with Gaylord," said Colin V. Reed, Gaylord Entertainment chairman and chief executive officer. "I am confident in their abilities and look forward to their continued significant contributions as we seek to grow and strengthen our brand."

Maradik joined Gaylord Entertainment more than two years ago from SmartDM, Inc. where he was co-founder and chief executive officer. Maradik helped grow SmartDM into one of the leading database-marketing firms in the U.S. serving middle-market enterprises including several hospitality and gaming companies. As part of his new role, Maradik will oversee the Company's brand marketing, strategic alliances, and revenue management departments. "We will be drawing on Rich's deep experience and expertise in building marketing systems to enable us to more effectively communicate with our clients and retain and attract an even larger base of loyal customers," said Reed.

Gara Pryor will lead Gaylord Entertainment's human resources division. Pryor joined Gaylord four years ago as vice president of reward systems and was recently promoted to vice president of compensation, benefits and HRIS. Previously, Pryor worked for five years as senior director of compensation, HRIS and stock services with Dollar General.

In addition to his responsibilities as general counsel and secretary, Carter Todd will serve as the Company's chief compliance officer. Prior to joining Gaylord in 2001, he was a partner at Baker Donelson law firm, where his practice emphasis was in mergers and acquisitions, corporate finance, and securities regulations.

About Gaylord Entertainment

Gaylord Entertainment (NYSE: GET), a leading hospitality and entertainment company based in Nashville, Tenn., owns and operates Gaylord Hotels (www.gaylordhotels.com), its network of upscale, meetings-focused resorts, and the Grand Ole Opry (www.opry.com), the weekly showcase of country music's finest performers for more than 80 consecutive years. The Company's entertainment brands and properties include the Radisson Hotel Opryland, Ryman Auditorium, General Jackson Showboat, Gaylord Springs Golf Links, Wildhorse Saloon, and WSM-AM. For more information about the Company, visit www.GaylordEntertainment.com.

SOURCE: Gaylord Entertainment Company

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