



Blake Shelton and Ryman Hospitality Properties, Inc. To Bring Ole Red To Orlando, Florida

📅 September 13, 2018 👤 Ole Red Staff

\$15 Million Bar, Restaurant and Music Venue Set to Open Spring of 2020

Orlando, Fla. – Ryman Hospitality Properties today announced its plans to open a fourth Ole Red property in Orlando, Florida. This new location is expected to open in the first half of 2020, and construction is slated to begin in early 2019. Inspired by country music superstar and Opry member Blake Shelton's satirical hit "Ol' Red," **Ole Red Orlando** will bring the best of southern food, hospitality and live country music to one of the nation's most exciting tourism markets.

Colin Reed, chairman and chief executive officer of Ryman Hospitality Properties said, "We are delighted to expand the Ole Red dining and live country music experience to the top tourism destination in the country. The development site we have identified is in a prime entertainment zone that will put the Ole Red brand in front of the more than 70 million people who visit Orlando each year."

Located at the ICON Orlando 360 development, the planned \$15 million Ole Red Orlando project is expected to be approximately 15,000 square feet over two levels and will seat approximately 500 guests. The venue will feature live music with state-of-the-art acoustics and lighting for a concert-quality music experience as well as indoor and outdoor private event areas and a striking view of the complex's 400ft observation wheel, ICON Orlando. Once complete, the venue will join Ole Red locations in Tishomingo, Oklahoma, Nashville, Tennessee and Gatlinburg, Tennessee (opening spring 2019). Though all locations fall under the same name, each Ole Red venue features unique menu items and specialty cocktails, making each location a different yet exciting experience for guests.

Blake Shelton said, "We've brought Ole Red to some of my favorite places, and I'm excited to have another spot for country music fans to have fun with their friends and family. I think it's impossible to visit Orlando and not have a good time, and that's why I know Ole Red is going to fit right in."

"We are thrilled to welcome Ole Red to the complex," said Cindy Campbell-Taylor, vice president of marketing, sales and public affairs at ICON Orlando 360. "We look forward to providing an additional dining and entertainment option for our visitors and locals alike."

For more information, stay tuned to 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. These forward-looking statements, including plans and expectations for construction and opening of Ole Red locations, are subject to risks and uncertainties that could cause actual results to differ materially from the statements made. Other factors that could cause operating and financial 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, 2017 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.

About Ole Red

Ole Red is a lifestyle and entertainment brand inspired by Blake Shelton's clever, irreverent third-chart hit, "Ol' Red." You can currently find Ole Red entertainment venues and products in two locations in the United States, the flagship multi-story bar, restaurant and entertainment venue in the heart of downtown Nashville's famed Lower Broadway, the very first location in Blake's hometown of Tishomingo, Oklahoma. The Company has announced additional locations in Gatlinburg, Tennessee (2019) and Orlando, Florida (2020). 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.

About Blake Shelton

Country Music Association's 2012 "Entertainer of the Year," five-time Male Vocalist of the Year winner and GRAMMY nominee Blake Shelton continues to add to his superstar status. In November he released his album *Texoma Shore*, which became his sixth record to debut at No. 1 on the *Billboard* Top Country Albums chart and marked his 11th all-genre Top 10. With 25 #1 singles to his credit, Shelton's *Texoma Shore* has yielded the hit songs "I'll Name The Dogs," "I

songs and earned him a No. 1 on both the *Billboard* Top Country Albums and the all-genre Top Album Sales charts.

A member of the Grand Ole Opry, Shelton has earned a host of honors throughout his career including 20 ACM nominations and the Top Country Artist title at the 2017 Billboard Music Awards. As a coach for the Emmy Award-winning television show "The Voice", Shelton is a six-time champion, most recently with his contestant Chloe Kohanski. Offstage, Shelton has teamed up with Ryman Hospitality to open a string of Ole Red entertainment restaurant venues, a nod to his 2001 hit of the same name. The first location in his Oklahoma hometown Tishomingo opened its doors in September 2017, with Nashville's venue on lower Broadway open now, plus plans for locations in Gatlinburg, Tennessee and Orlando, Florida.

For more information and upcoming tour dates, please visit www.BlakeShelton.com and follow [@BlakeShelton](https://twitter.com/BlakeShelton).

About ICON Orlando 360:

ICON Orlando 360 is a one-of-a-kind dining and entertainment complex in the middle of Orlando's International Drive tourist district. The main attraction is the 400-foot ICON Orlando, one of the world's tallest observation wheels. ICON ORLANDO 360 also features SEA LIFE Orlando Aquarium, Madame Tussauds Orlando, SKELETONS: Museum of Osteology and the all-new StarFlyer Orlando. The 18-acre complex offers more than a dozen restaurants and bars, central courtyard and fountain with choreographed water displays, as well as live entertainment, vendors, special events, and private space for meetings and events.

For Ole Red Nashville

Ebie McFarland

Essential Broadcast Media

ebie@ebmediapr.com

(615) 327-3259

Lisaann Dupont

Opry Entertainment Group

ldupont@ryman.com

(615) 319-3638

For Ryman Hospitality Properties

Shannon Sullivan

Ryman Hospitality Properties

ssullivan@rymanhp.com

(615) 316-6725

For Blake Shelton

Wes Vause

Warner Music Nashville

wes.vause@wmg.com