



**THE BRIDGEMONT GROUP ANNOUNCES
1000 ACRE EVENT AND ENTERTAINMENT DESTINATION IN SEVIERVILLE,
TENNESSEE**

FOR IMMEDIATE RELEASE

Sevierville, TN May 23, 2006. Following on the heels of its success bringing Bass Pro Shops to the area, The Bridgemont Group, located in Sevierville, Tennessee has announced plans for a distinctive Event and Entertainment Destination to be constructed on a 1000-acre parcel of land 8 miles southwest of Bass Pro Shops/Interstate I-40 and the gateway to the Great Smoky Mountains National Park. Located in Sevierville, Tennessee the destination is called Bridgemont.

Bridgemont encompasses 1000-acres of prime real estate. The project includes one 18-hole championship golf course, a second 18-hole resort course, a new Event Center Complex for the City of Sevierville and associated lodging. Negotiations are being finalized with a major resort developer for several large parcels within Bridgemont. Plans for this acreage include construction of "mountain modern" resort cabins and condominiums, vacation ownership accommodations and indoor water parks. Bridgemont is marketing multiple

parcels for “power village” retail shopping development, themed entertainment development and construction of unique dining concepts. Residential development is also a master plan component.

Construction of The City of Sevierville’s Event Center Complex along with the championship and resort golf courses is currently under way. Completion is targeted for Spring 2007. Hotel, water park and entertainment construction will begin in the third quarter of 2006.

Bridgemont, with stunning views of the Smoky Mountains National Park will be a one-of-a-kind destination. Visitors and locals alike will experience Bridgemont’s amenities in an atmosphere specifically designed to take advantage of and preserve the natural beauty of the area. The project has been carefully planned to create the areas first year-round destination to serve the millions of visitors that annually vacation to the area. Bridgemont is expected to have a significant impact on area tourism. The destination will appeal to and up-ticket the existing visitor base, yet attract a more upscale demographic historically not a large percentage of the market.

“With over 10 million visitors annually, this is the 6th most visited tourist destination in the country. We’re known for our natural beauty, entertainment and the gracious hospitality of the community”, said Jim Calkin, Chief Manager for The Bridgemont Group. “Bridgemont will specifically cater to families, groups and events looking for the best of both worlds – a destination within an easy days drive, but also in the mist of the beautiful shadow of the Great Smoky Mountains.

I'm confident Bridgemont will be a living showcase that will rival any destination in the country, not only in its beauty and amenities, but in its visitor counts and revenue production as well", said Calkin.

The Bridgemont Group is in active negotiations with select development groups for both large and small parcels. For more information on Bridgemont and development opportunities contact Jim Calkin at 865-286-1312 or via e-mail at jcalkin@thebridgemontgroup.com. For electronic property information packages, visit www.thebridgemontgroup.com/propertyinfo.

About The Bridgemont Group

The Bridgemont Group is a real estate company headquartered in Sevierville, Tennessee. Currently, The Bridgemont Group is offering more than 1000 acres in the Sevierville, Tennessee area for mixed used development. The acreage is divided into two areas Sportsmans Acres and Bridgemont.

Sportsmans Acres is a 30+acre tract located directly off Interstate 40 at the 407 Exit, Sevierville, Tennessee. A 145,000 sq. ft. Bass Pro Shops store including an Islamorada Restaurant anchors the location. Prime out parcels are available for dining, specialty retail and other concepts.

Bridgemont is an Event and Entertainment Destination currently under construction and development. Bridgemont encompasses 1000-acres of prime real estate. The project will include one 18-hole championship golf course, a second 18-hole resort course, a new Event Center Complex for the City of Sevierville and associated lodging.

Additionally, negotiations are being finalized with a major resort developer for several large parcels within Bridgemont. Plans for this acreage include

construction of “mountain modern” resort cabins and condominiums, vacation ownership accommodations and indoor water parks. Bridgemont is marketing multiple parcels for “power village” retail shopping development, themed entertainment development and construction of unique dining concepts. Residential development is also a master plan component

Media Contact

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