



Bridgemont

event & entertainment destination

America's Largest Water Park Developer Selects Bridgemont For Expansion. Event Center Hotel And Indoor Waterpark To Be Wilderness Resorts' Initial Development

BREAKING NEWS...FOR IMMEDIATE RELEASE

Sevierville, TN January 31, 2007. The Bridgemont Group today announced that Wisconsin Dells based Wilderness Resorts will construct a 236-room "Mountain Modern" Event Center hotel and an indoor waterpark at the 1000 acre Bridgemont Event and Entertainment Destination in Sevierville, Tennessee. The hotel, connected to the City of Sevierville's new Event Center complex, will operate under a well-recognized and respected hotel brand, which will be announced shortly. Wilderness expects to begin construction in April of this year. The project is slated for completion in the first quarter of 2008.

According to Pat Helland, co-owner of Wilderness Resorts, "This project will be the first of many Wilderness projects at Bridgemont. It represents the next step in our strategy to bring the famed Wilderness Resorts' hospitality and waterpark experience to popular vacation, convention and entertainment destinations throughout the country."

The Bridgemont commitment comes on the heels of a \$150 million expansion of Wilderness Hotel & Golf Resort, Wilderness Resorts' popular Wisconsin Dells based development this past summer. "The success of Wilderness developments in the Wisconsin Dells is a good indicator of the success we'll have here at Bridgemont", said Jim Calkin of The Bridgemont Group. The Bridgemont Group is marketing the 1000-acre Bridgemont Event and Entertainment Destination project. "It's interesting how much the Sevierville and Wisconsin Dells markets have in common when it comes to visitor demographic and economic profiles. Sevierville, however, as the nation's sixth largest tourist destination is a significantly bigger market. Interest and demand for the distinctive waterpark and hotel experience that is unique to Wilderness should be very strong", Calkin said.

The hotel and approximately 20,000 sq. ft. waterpark facility will be situated within a 44-acre footprint that includes a new 224,000 sq. ft. Event Center Complex owned and operated by the City of Sevierville. The indoor waterpark facility will include family raft rides, body slides, an indoor/outdoor hot spa and an interactive kiddy play structure with many play and spray features. The hotel will feature restaurants, a coffee shop, workout facilities along with break out conference rooms to supplement Event Center meeting space.

The Wilderness hotel and water park project is the first of several extensive projects that will be developed at Bridgemont. Wilderness is also planning a six-story, upscale mountain modern condominium resort on property adjacent to the

Event Center development. The condominium development will feature 233 fully furnished two-key condominiums and its own 55,000 sq. ft. indoor waterpark. The one-of-kind indoor waterpark will be home to a wave pool, Tornado thrill ride, family raft ride, body slides and an indoor/outdoor hot spa. Wilderness will also build and operate a Thirsty Buffalo themed bar and grill within the waterpark. Pricing has not been finalized for the condominium project, however Calkin advised that pre-sales of these units is expected to begin this spring.

Helland is extremely excited about the Wilderness expansion to Sevierville. “We’re thrilled to get this project off the ground after many months of planning. We are all confident that the Wilderness experience will be the perfect complement to not only the city’s beautiful new events center, but to the entire 1000 acre Bridgemont development as well,” said Helland.

With over 10 million visitors annually, the Sevierville market is the 6th most visited tourist destination in the country. An area known for its natural beauty, entertainment and the gracious hospitality of the community, Bridgemont will specifically cater to families, groups and events looking for the best of both worlds - a destination within an easy day’s drive, but also in the midst of the beautiful shadow of the Great Smoky Mountains.

ABOUT BRIDGEMONT

Bridgemont is an event and entertainment destination situated on 1000-acres of prime real estate in Sevierville, Tennessee. The project has been carefully

planned to create the area's first year-round destination to serve the millions of visitors that annually vacation to the area.

Projects that are either under construction or are being finalized include:

One 18-hole championship golf course; a second 18-hole resort course; a new Event Center for the City of Sevierville; Wilderness Resorts 264 room event center hotel and companion 20,000 sq. ft indoor waterpark; a 510,000 sq. ft. upscale lifestyle shopping center, developed by The Goodman Company, West Palm Beach Florida; Wilderness Resorts six story, 233 unit, fully furnished two-key condominium project with a 55,000 sq. ft. companion indoor waterpark

The Bridgemont Group is currently offering large development tracts for Entertainment, specialty restaurant/retail, themed attraction and resort condominiums and cabins. For more information contact The Bridgemont Group at 865-286-1312 or visit www.thebridgemontgroup.com.

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