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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **GAYLORD ENTERTAINMENT NAMES JBL OFFICIAL SPEAKER OF NASHVILLE'S GRAND OLE OPRY HOUSE**

#### **New JBL VERTEC® line array system installed in time for use at 37<sup>th</sup> Annual County Music Association Awards**

NASHVILLE, TN – November 5, 2003: Gaylord Entertainment and JBL Professional confirmed the sale and installation of a new JBL VERTEC® system for the legendary Grand Ole Opry House in Nashville. The venerable country music venue is currently used for a broad variety of performance and presentation events. The 4,400-seat auditorium now features a sound system consisting of JBL Professional and Crown Audio products.

The Grand Ole Opry House's new JBL sound system was used for the 37<sup>th</sup> Annual CMA (Country Music Association) awards on November 5<sup>th</sup>. The star-studded show featured Sheryl Crow, Kris Kristofferson, Willie Nelson, Nitty Gritty Dirt Band, Travis Tritt and Hank Williams Jr. in a special tribute to Johnny Cash, along with performances by Alison Krauss + Union Station, Brad Paisley, Tim McGraw and Vince Gill. Faith Hill led a list of celebrity presenters, drawn from Nashville's finest.

Gaylord Entertainment's Steve Buchanan, Senior Vice President, Media and Entertainment, and Pete Fisher, Vice President and General Manager for the Grand Ole Opry, met with JBL's Vice President of USA Sales Tom Weeber and Eastern Regional Sales Director Paul Furtkamp to finalize details of the large system purchase and review the new installation.

"All of us at the Grand Ole Opry House are very pleased to be associated with JBL for our front of house audio needs", stated Fisher. "As part of our ongoing commitment to uphold the highest production standards for our patrons, rental clients

Executives from Gaylord Entertainment and JBL Professional met to finalize details of the large system purchase and review the new installation. From left: Gaylord's Steve Buchanan (Senior Vice President, Media and Entertainment), JBL's Vice President of USA Sales Tom Weeber, JBL Eastern Regional Sales Director Paul Furtkamp, and Pete Fisher (Vice President and General Manager for the Grand Ole Opry).



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and performers, JBL's VERTEC system is exceeding our expectations."

Installed during the week of September 22nd without interrupting the Opry's busy rehearsal, show and television broadcast schedule, the project involved coordination among many players. Noted engineer George Massenburg was engaged by the Opry as audio quality consultant, and veteran studio musician and producer Steve Gibson was involved as music quality consultant. Sam Berkow participated as acoustical consultant. Jon Mire, technical services manager for the Opry House, coordinated system evaluation and changeover activities. Dan Heins of Clair Brothers Systems, the installing dealer, led the engineering design and installation team.

The new speaker system for the Opry consists of various JBL products including VERTEC line array speakers and subwoofers and additional loudspeakers from JBL's AE Series, Control Series, and Marquis Series product lines. All loudspeakers are powered by Crown MacroTech Series amplifiers.

The broad product line offerings from JBL and other Harman Professional companies like Crown and dbx complemented not only the needs of the sound system upgrade for the Opry House, but also the facility's new gift shop and outdoor plaza stage system. "All of us at JBL Professional are thrilled to be associated with the Opry", enthused JBL's Tom Weeber. "It's an American institution. The history, the quality of the music and broadcasts, and the production expertise available within the Gaylord organization make the Opry a perfect fit for showcasing JBL's sound reinforcement products."

Headquartered in Northridge, California, JBL Professional is the world's leading designer, manufacturer, and marketer of professional loudspeakers for recording and broadcast, musician, cinema, touring sound, commercial sound and contracting applications. JBL Professional is part of the Harman International network of professional and consumer audio companies. For complete product and company information, go to the JBL Professional website at [www.jblpro.com](http://www.jblpro.com).



**The 4,400 seat Grand Ole Opry House's new JBL sound system includes VERTEC line arrays, driven by Crown MacroTech power amplifiers.**

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