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## News Release



**ROANOKE RAPIDS:** Sports & Properties, Inc. (SPI) of Raleigh has been retained by the developers of the new Carolina Crossroads Music and Entertainment District to provide naming rights and major sponsorship services.

“We noted that SPI was developing a strong track record in the field of sports and entertainment economic development,” said Michael Dunlow, CEO of Roanoke Rapids Entertainment One, lead development partner for Carolina Crossroads, “So we wanted them on our team. SPI’s focus will be to help us maximize the revenue potential of our new development, particularly through corporate sponsorships.”

Carolina Crossroads Music and Entertainment District is a master-planned 750-acre development at I-95 and Highway 125 in Roanoke Rapids. Modeled after major entertainment destinations such as Myrtle Beach, SC; Pigeon Forge, TN; and Branson, MO, the district will be anchored by the 1500-seat Randy Parton Theater. The district will also feature a major aquarium, other musical attractions, hotels, retail shops and recreational facilities.

On Friday, November 11, Randy Parton and his two sisters, Stella and Dolly Parton, led the groundbreaking for the Randy Parton Theater which is scheduled to open in April 2007. State and local leaders were in attendance as well as more than 10,000 local citizens who turned out to applaud the high-profile undertaking.

“We are thrilled to be working on the Carolina Crossroads Music and Entertainment District,” stated Hill Carrow, CEO of Sports & Properties, “The District perfectly reflects the direction of our

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