

Curry Roberts

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**NEWS RELEASE**  
**For Immediate Release**

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**New Developments Announced at Carolina Crossroads**  
**New Hotel, Restaurants, and Travel Center scheduled to open in 2008**

Roanoke Rapids, NC (June 22, 2007) - Five companies have announced plans to build at Carolina Crossroads off Interstate 95 in Roanoke Rapids, NC, including a second hotel, several restaurants, and a travel center. Virginia-based Landmark Hotel Group has entered into an agreement with developers to build a 125-room upscale hotel in the music and entertainment district. The five-story, 147-room Hilton Garden Inn, under construction and scheduled to open this fall, will feature conference facilities, a restaurant, bar, fitness center, and pool. The two hotels combined represent more than 30 million dollars in investment.

In addition to hotel development, M.S. Consultants of Sanford, NC is finalizing site plans for an Outback Steakhouse. Construction plans are also being finalized for Zaxby's, a Japanese steakhouse, and a travel center. Eastern Petroleum of Enfield expects the travel center, which will include a food court, to be an additional draw for those traveling Interstate 95. Zaxby's plans to employ 40 people and invest \$2.5 million at Carolina Crossroads.

"These new developments will have an economic impact far beyond dollars and cents. In addition to job creation, the developments will further position Carolina Crossroads as an East Coast travel destination," said Michael Dunlow, Carolina Crossroads Developer.

After several meetings in New York, Developer Mike Graybill of Blanchard & Calhoun Commercial said, "Carolina Crossroads will be the home of 300,000 sq. ft. of outlet retail stores and 20,000 sq. ft. of specialty retail shops." The outlet retail will consist of name brand retailers from all across the country, further promoting the area as a shopping destination. The specialty retail will include tourist destination shops from ice cream stores to an "olde time" photo shop. This development is currently in the design and architectural phase. "This type of outlet retail development typically takes about two years to complete, and we have been working with retail prospects for about a year," Graybill added.

"The 89-site RV-Resort at Carolina Crossroads is nearing completion and is scheduled to open October 1," said Fred Israel, The RV Resort at Carolina Crossroads developer. The resort will eventually include pools, playground areas, and a club house for group gatherings.

Billiard sensation "The Black Widow" Jeanette Lee also plans to break ground on her billiard club in early October. The two-story facility will have 22 pool tables, a full-service pro-shop, restaurant, and VIP rooms. "We're expecting Jeanette and her WPBA friends to break-in those tables as early as next summer," said Tony Davis, General Manager.

The current vision also includes plans for four more live entertainment theaters with themes such as off-Broadway shows, dinner theaters, and cultural themes.

**About Carolina Crossroads:** Carolina Crossroads is located off Interstate 95 in Roanoke Rapids, NC (Exit 171). The entertainment, tourism, and retail destination located between Richmond, VA, and Raleigh, NC, will offer live performance theatres, shops, hotels, convention and conference facilities, recreation and amusements,

and numerous dining options. The Randy Parton Theatre, which opens July 26, will anchor the Carolina Crossroads Music Theatre and Entertainment District and feature country, pop, beach, and gospel music acts. For more information, visit [www.carolinacrossroads.com](http://www.carolinacrossroads.com).

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Roanoke Rapids, NC

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