



MEDIA Ashley Pearce, ashley@dpwpr.com
CONTACTS: Hailey Polzin, hailey@dpwpr.com
Dancie Perugini Ware Public Relations
713.224.9115

**TILMAN FERTITTA AND LANDRY'S ANNOUNCE PLANS TO TRANSFORM
GALVESTON'S HISTORIC PLEASURE PIER**

Pier returns to roots as world-class family destination

HOUSTON, TX (January 30, 2012) - Today Landry's reveals a monumental renovation plan for Galveston Island, transforming the Pleasure Pier into a world-class amusement park for all ages. Landry's vision recaptures the site's original purpose as a pleasure pier, a preeminent destination venue for family fun. The magnificent multi-million dollar renovation of the Pier is fully underway and is projected to open May 2012.

In the late 1940s, Galveston's Pleasure Pier was the largest of its kind in the country. America's top dance bands routinely filled the mammoth Marine ballroom, while outside in an open-air stadium patrons watched motion pictures and ships pass in the Gulf. A wide variety of midway concessions and rides, an aquarium and a designated fishing area were standard summer favorites along the Pier. For decades, Pleasure Pier operated as an iconic family destination, stimulating tourism and commerce. In 1965, The Flagship Hotel opened on the property, and once again the Pier earned significance for housing the only hotel in North America built entirely over the water.

"The City of Galveston's commitment to enhancing our Seawall experience has now been improved upon by one of Galveston's own," stated Mayor Joe Jaworski. "Galveston is proud to witness Mr. Fertitta's and Landry's historic investment in recreating the Galveston Island Historic Pleasure Pier. Galveston is back and better than ever, and the Seawall is leading the way," Jaworski remarked.

Landry's envisions the Galveston Island Historic Pleasure Pier becoming a preferred family destination with the same greatness as Chicago's Navy Pier, Santa Monica Pier and Coney Island's Luna Park. Plans to revive and rename the property, the Galveston Island Historic Pleasure Pier, include developing a first-class, nostalgically themed amusement park, reminiscent of another historic landmark, Galveston's Electric Park. Traditional rides will include a 36-foot diameter,

double-decker carousel and a 100-foot tall Ferris Wheel, and for the more adventurous, a steel roller coaster with a 100-foot vertical climb, 200-foot tall swing recognized as the highest ride in Texas and classic bumper cars for adults and children. Amusements as well as the restoration of the historical element of the Pier are anticipated to bring back memories of what the destination was known for in the late 1940s.

“Galveston Historical Foundation is pleased to see this section of the Seawall and city revitalized with new attractions and a renewed spirit of heritage tourism,” said Dwayne Jones, Galveston Historical Foundation Executive Director. “Pleasure Pier will soon be one of the most popular points to visit in Southeast Texas as visitors and residents will once again experience the thrill of amusements and entertainment over the Gulf of Mexico,” Jones added.

Through the reinstatement of the Pier, Landry’s hopes to reignite interest, promote economic growth and bolster civic pride thereby attracting a new generation of Galvestonians and tourists.

“Much of our plans for redeveloping the Pier are inspired by the people and places that define Galveston’s rich heritage. We intend to perpetuate that vision with Pleasure Pier and create a lasting legacy for future generations,” stated island native Tilman J. Fertitta, sole owner, chairman and CEO of Landry’s. “We have a proven track record for projects of this magnitude and complexity, and understand what is required to convert today’s battered pier into a world-class venue,” Fertitta added.

The concept of the Galveston Island Historic Pleasure Pier, a premier waterfront entertainment pier, was developed by Fertitta. The approximately 1,130-foot pier extends over the Gulf of Mexico situated on 25th Street and Seawall Boulevard in Galveston, Texas.

ABOUT LANDRY’S

Landry’s is a national, diversified restaurant, hospitality and entertainment company principally engaged in the ownership and operation of high end and casual dining restaurants, primarily under the names of Rainforest Cafe, Saltgrass Steak House, Landry’s Seafood House, Claim Jumper, Bubba Gump Shrimp Co. and The Chart House as well as the Signature Series: Vic & Anthony’s, Brenner’s Steakhouse, Grotto, LaGriglia, Willie G’s, Oceanaire, the recently acquired McCormick and Schmick’s and Morton’s The Steakhouse*. The Company is also engaged in the ownership and operation of hospitality businesses, including the Golden Nugget Hotel & Casinos in Atlantic City, New Jersey, Las Vegas and Laughlin, Nevada, the Kemah Boardwalk, the San Luis Resort, Inn at the Ballpark and the Downtown Aquarium in Denver and Houston.

*Slated to close the week of January 30, 2012



GALVESTON ISLAND HISTORIC PLEASURE PIER FACT SHEET

CONCEPT:	A \$60 million family-oriented premier waterfront entertainment pier comprised of attractions including rides, games of chance and skill, a wide selection of food venues and retail shops.
SITE DESCRIPTION:	Approximately 1,130-foot pier extended over the Gulf of Mexico situated on 25 th Street and Seawall Boulevard in Galveston, Texas. The structure will hold between 6,500 - 7,000 people.
HISTORY:	For decades, the historic Pleasure Pier served as a catalyst for stimulating tourism to Galveston's Seawall Boulevard and Gulf Beaches. Originally built in the late 1940s as a recreational facility for the military, the Pier was turned over to the city after World War II and named Pleasure Pier. The Pleasure Pier operated as an iconic family destination until 1961 when Hurricane Carla damaged the property. In 1965, the Flagship Hotel opened on the site and was severely damaged by Hurricane Ike in 2008.
COMPLETION:	May 2012
OWNED AND OPERATED BY:	Landry's
EMPLOYEES:	More than 600 employees
PARKING SPACES:	500 premium parking spaces
WEBSITE:	www.pleasure-pier.com
RIDES:	Sixteen rides ranging from thrilling to gentle. Texas Star Flyer is recognized as the tallest swing ride in Texas.
FOOD/BEVERAGE:	Bubba Gump Shrimp Co. will seat 350 guests. The restaurant will offer indoor and outdoor seating. Gump on the Run will offer food to go and will be located next door to Bubba Gump Shrimp Co. Additionally, the Pier will offer seven quick service food and beverage options including smoked turkey legs, hamburgers, hot dogs, sausage on a stick, cotton candy, pretzels and much more including an ice cream shop, Kids Party Zone for private parties and Birthday celebrations

-more-

RETAIL: Landry's highly sophisticated retail division has developed several premium retail options situated on and off the Pier.

Gifts at Pleasure Pier, located directly across from the Pleasure Pier, will offer traditional branded apparel and souvenirs as well as themed ride apparel, beach products, assorted shells and sea life products.

Bubba Gump retail will offer traditional Bubba Gump merchandise including glassware, caps and fun souvenirs created specifically for the Galveston Island location.

Pelicans Bag will provide themed ride apparel, Pleasure Pier merchandise and assorted beach items.

Lollipop & Pops Candy Store will feature sweet products ranging from gummy items to nostalgic candy including Wax Coke Bottles to Bit o' Honey. The store will also feature a Coke Freestyle machine offering 120 different beverage flavor options.

There will be several retail kiosks and carts strategically positioned throughout the Pier offering plenty of the needed sundries as well as souvenirs.

ENTERTAINMENT: The Landing - entertainment stage

PRICING: **Ticket Sales**

- 10 windows at the Entrance; two automated ticket kiosks; two Will Call ticket windows; three ticket windows on the Pier
- Tickets available at all Galveston Landry's concepts
- Tickets good for day of purchase only
- Purchase tickets online at www.pleasure-pier.com

Pier Pass (Walk-on)

- \$10 for adults (48" and up) and \$8 for children(48" and under)*
- Pass required for admittance to pier; ride tickets sold separately at booths/kiosks
- Upgrade from a 'Pier Pass' to a 'Ride wristband' by paying the remaining difference (\$15.99 for adults and \$11.99 for children)*

All Day Ride Pass

- \$25.99 for adults and \$19.99 for children*
- Valid for all rides (good for day of purchase only)
- Daily colors of wristbands available (different color than walk-on pass)

-more-

Family Four Pack

- \$84.99 includes four all day ride passes (two adult passes / two children passes)*
- Additional adults/children must purchase ticket at regular price

Individual Ride Tickets

- Must purchase a walk-on pass to gain access to the pier
- Tickets start at \$3.50 per ticket*

Group packages, school group pricing and hotel sales will be available at discounted rates.

** Ticket prices subject to change. Plus tax.*

ISLAND TRANSIT:

Island Transit is planning two new bus routes that will serve residents, businesses, and attractions along Seawall Boulevard for the first time. The Beach Shuttle will operate between Stewart Beach and 81st Street. The Tourist Shuttle will operate between downtown Galveston and Moody Gardens routed along Seawall Boulevard between 25th and 81st Streets. These services will begin operating for the 2012 summer tourist season. The City will announce specific details at a later date.

OTHER: The Kemah Boardwalk, also developed by Fertitta, welcomes an estimated three million visitors annually to its half-mile long Boardwalk. The Galveston Island Historic Pleasure Pier is expected to boast similar numbers upon completion.

ABOUT LANDRY'S:

Landry's is a national, diversified restaurant, hospitality and entertainment company principally engaged in the ownership and operation of high end and casual dining restaurants, primarily under the names of Rainforest Cafe, Saltgrass Steak House, Landry's Seafood House, Claim Jumper, Bubba Gump Shrimp Co. and The Chart House as well as the Signature Series: Vic & Anthony's, Brenner's Steakhouse, Grotto, LaGriglia, Willie G's, Oceanaire, the recently acquired McCormick and Schmick's and Morton's The Steakhouse*. The Company is also engaged in the ownership and operation of hospitality businesses, including the Golden Nugget Hotel & Casinos in Atlantic City, New Jersey, Las Vegas and Laughlin, Nevada, the Kemah Boardwalk, the San Luis Resort, Inn at the Ballpark and the Downtown Aquarium in Denver and Houston.

*Slated to close the week of January 30, 2012

###