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SEE ROCK CITY INC. LEADER WINS STATE TOURISM AWARD

LOOKOUT MOUNTAIN, Ga. See Rock City (SRC) Inc.'s President and COO Susan Harris was awarded Tourism Manager of the Year for a large organization at the Tennessee Governor's Conference on Tourism held in Kingsport, Tennessee last week. The Tennessee Hospitality and Tourism Association's (TnHTA) Stars of the Industry Awards recognized an individual at the executive level who had a proven track record of management excellence, industry involvement and community service - with outstanding job performance that goes above and beyond normal job responsibilities, including excellent service to the property, guests and community. Harris was also recognized in the same category locally in July at the Greater Chattanooga Hospitality Association's annual awards.

"Susan has continued to develop the culture of our business in a way that delivers our mission," said SRC Inc. CEO Bill Chapin. "Her leadership by example to 'create memories worth repeating for our guests and our partners' is the way she produces the results that have helped increase attendance and profitability for SRC at all of our properties."

"I've had the chance to work with Susan since 2008, when I served as president and COO for SRC Inc.," said SRC Board Member Andrew Kean. "Instantly, Susan brought a level of excellence in leadership, people development and enthusiasm to our hospitality and tourism businesses. In her original role at SRC as director of human resources and organizational development, she led initiatives that raised the bar to a new level as we sought to increase the quality of our guest service and experiences. The organization has benefitted tremendously from Susan's steady and thoughtful guidance over the years, as well as her execution of expansion in such lines of business as Clumpies Ice Cream Co. and the newly updated RiverView Inn."

The TnHTA represents the interests of Tennessee's lodging, dining and tourism establishments and the related businesses involved in the hospitality and tourism industry. Currently in its 88th year of operation, the TnHTA is a not-for-profit trade association representing the state's industry and preferred vendor partners, headquartered in Nashville, Tennessee.

SRC Inc. is a hospitality and entertainment company that features the world-renowned Rock City Gardens high atop Lookout Mountain, just six miles from downtown Chattanooga, Tennessee. Rock City is one of the South's most popular natural attractions. SRC also owns and operates the Battles for Chattanooga

museum, Starbucks, RiverView Inn, the Incline Railway concessions and ticketing, and Grandview Conference Center on Lookout Mountain, Blowing Springs Farm in Flintstone, Georgia and Clumpies Ice Cream Co. in Chattanooga. Visit www.seerockcity.com for more info. ###