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FOR IMMEDIATE RELEASE

Shaggin' all the way to the Carolina Coast ...LuLu's headed to Myrtle Beach

Myrtle Beach, SC (March 27, 2017)...Lucy Buffett continues to spread her *Gumbo Love* with the announcement of her third LuLu's restaurant location to open in the spring of 2018 at Barefoot Landing in North Myrtle Beach, SC.

In keeping with LuLu's locations in Gulf Shores, AL and Destin, FL, the Myrtle Beach restaurant will be on the Intracoastal Waterway in the Dockside Village within Barefoot Landing, a development by Burroughs & Chapin, featuring a walkable restaurant district.

Lucy Buffett, restaurateur, author, business woman and sister of famous troubadour Jimmy Buffett, commented, "We couldn't be more thrilled to be bringing some Gumbo Love and LuLu's family lifestyle to Myrtle Beach! In keeping with our Gulf Shores, AL and Destin, FL coastal atmosphere, our new Myrtle Beach home offers the perfect backdrop for the fun, food and music that is so classically LuLu's. We're looking forward to being a good neighbor with the locals. I've always believed in taking care of the folks who take care of LuLu's."

"Our vision for Barefoot Landing is to create a place that combines the natural beauty of the waterfront with the character and authenticity of historic main streets in a re-imagined shopping and dining experience that's distinctly coastal Carolina," said Chad Carlson, executive vice president of Burroughs & Chapin. "With its family-friendly atmosphere, southern coastal personality and great culinary experience, LuLu's is an excellent complement to Barefoot Landing's new brand positioning."

LuLu's Myrtle Beach will feature a full-service 400-seat restaurant, outdoor dining areas, live music seven nights a week, a large sandy beach, a ropes climbing course, an arcade and other family activities throughout the approximately 20,000 square foot destination. LuLu's will offer unique culinary creations such as its best-selling Crab Melt and the "Pa-menna" Cheeseburger with pimento cheese, bacon and a fried green tomato. LuLu's takes pride in offering an allergy-free menu with special selections that exclude gluten, egg, seafood, shellfish, dairy, or soy. The soon-to-be world famous "LuLu's Shag Beach Bar" will also be a part of the restaurant's personality.

In Gulf Shores, AL, LuLu's has an annual economic impact in excess of \$20 million dollars along with its high-profile community involvement and philanthropy. LuLu's Destin location, now open for almost two years, is following in the successful footsteps of Gulf Shores. Buffett intends to have the same impact in North Myrtle Beach beginning with the creation of over 200 jobs, along with the intention of the same active community participation and support.

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For further information, visit www.LuLuBuffett.com, and follow LuLu's Myrtle Beach on Facebook, Twitter and Instagram.

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About LuLu's

The original LuLu's, a small water-front dive, opened on Weeks Bay in Fairhope, Alabama in the late '90's. In 2003, it was time for a change, so in her typical Crazy Sista style, Lucy picked up the party and moved on — literally loading the restaurant and crew onto a barge for a storied cruise to her now famous location on the Intracoastal Waterway in Gulf Shores, AL.

Serving over 3,500 people daily during peak summer season, LuLu's is a family-friendly dining and entertainment destination complex. Other venues on property include the Bama Breeze Bar to wet your whistle; the Sunset Grill for a little taste from the big kitchen; the Fountain For Youth to cool off the kids; the LuLu's FUN ARCADE for all-weather fun; the Mountain of Youth, a safe, three-story ropes and climbing course for the adventurous kid in all of us; and Munchkin Mountain for the little tykes to have some ropes course fun. A large sand beach area inside the complex complete with pails, shovels and toys galore provides an ideal playtime fix for kids, while live music nightly keeps the adults entertained.

In June 2015, Lucy and the crew added an additional location in beautiful Destin, Florida. Another true destination complex, LuLu's Destin is 21,000 square feet and seats 400 comfortably. Keeping true to the LuLu's feel, it is nestled along the Intracoastal Waterway, on Choctawhatchee Bay; and of course, next to a bridge. Complete with a sandy beach, Fountain For Youth and one of the best views in Destin, FL, LuLu's Destin has been embraced by the local community, participated in numerous fundraisers, and employs up to 300 people in season. Both locations combined serve over one million guests per year. To learn more about LuLu's, visit www.lulubuffett.com.

About Lucy Buffett

Creative restaurateur, business woman, author and story teller, Lucy Buffett is more than the sibling of famous musician Jimmy Buffett, just as her business, LuLu's, is more than a restaurant. As creator of the LuLu's brand, Lucy has taken her initial dream, LuLu's in Gulf Shores, to become a destination in itself. She opened her second LuLu's location in Destin, FL in the summer of 2015 and it is sharing the successes of her Gulf Shores location. From restaurants to clothing lines, cookbooks, Bloody Mary Mix, seasonings and sauces, a children's book and Crazy Sista Honey Ale beer, Lucy Buffett combines true Southern graciousness and authenticity with the nerve of a successful entrepreneur. In the spring of 2016, she re-released her formerly self-published cookbook, *Crazy Sista Cooking*, with a paperback version entitled *LuLu's Kitchen, A Taste of the Gulf Coast Good Life*. In May 2017, she will release her second cookbook, *Gumbo Love: Recipes for Gulf Coast Cooking, Entertaining, and Savoring the Good Life*. Known as "Crazy Sista" for good reason, Lucy marches to the beat of her own drum; she plays nice, but usually by rules she has bent, broken or reinvented. To learn more about Lucy Buffett, visit www.lucybuffett.com.

About Barefoot Landing

Barefoot Landing is the premier shopping, dining and entertainment destination in North Myrtle Beach attracting millions of guests annually. Located at 4898 Highway 17 South in North Myrtle Beach, Barefoot Landing is owned and managed by Burroughs & Chapin, headquartered in Myrtle Beach, S.C. Barefoot Landing is set along the Intracoastal Waterway and features a 27-acre lake that is surrounded by over 80 charming shops and boutiques, waterfront dining, and entertainment venues. This 250,000 square foot entertainment destination provides the ideal atmosphere for shopping, dining, and social interaction, weaving together natural beauty and southern hospitality in a warm and inviting coastal setting. More information about Barefoot Landing is available by calling 843-272-8349 or logging on to www.bflanding.com.