



**MEDIA** Ashley Pearce, [ashley@dpwpr.com](mailto:ashley@dpwpr.com)  
**CONTACTS:** Hailey Polzin, [hailey@dpwpr.com](mailto: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 25<sup>th</sup> 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