

SEAWORLD ORLANDO MEDIA KIT GUIDELINES

The enclosed materials are designed to assist you in writing about and reporting on *SeaWorld Orlando*.

Permission is hereby granted to use these materials for and by **news media organizations only**. Additional materials, such as photos and video, are available from the SeaWorld Orlando Communications department. These materials may not be passed on to other organizations, nor may they be used by non-media outlets without the written permission of SeaWorld.

When the SeaWorld logo is used, it must be in its full and proper form without modifications. Whenever photographs or other images are used, "*SeaWorld Orlando*" should be next to or in close proximity of the said material.

For general park information, call (407) 351-3600 or visit the park Web site at www.seaworld.com. For information on marine animals, visit SeaWorld's educational website at www.seaworld.org. **For additional information or images, please contact the SeaWorld Orlando Communications Department at (407) 363-2280.**

2006 SEAWORLD ORLANDO MEDIA ADMISSIONS POLICY

The news media admissions policy for *SeaWorld Orlando* enables working media to become familiar with the park's many feature opportunities and, at the same time, enjoy a day with family or friends. We are pleased to extend the following courtesy to news media representatives:

Maximum of two (2) complimentary tickets per one-time visit per quarter (Jan.-March, April-June, July-Sept. and Oct.-Dec.) to qualifying media. Arrangements must be made through the park's Communications department. Fax a request on your company letterhead with the exact date of your visit to fax number **(407) 345-8202**. Also include an email or fax number for a response to be sent to.

Advance notice of 72 hours (three working days) is required to process requests. Requests made after noon on Friday cannot be granted. The Communications department is closed on holidays and on weekends.

This courtesy is extended to active members of the news media in **news-gathering positions**, not to include operations, production, office, sales staff or retired personnel. **Qualifying news media must accompany their party to the park.** Complimentary admissions are available to working news media in the following categories:

Print Media

Publishers
Editors
Reporters
Writers
Photographers

Broadcast Media

Station Managers
News Directors
Assistant News Directors
Executive Producers
Producers (News/Feature)
Videographers/Photojournalists
Managing Editors
Assignment Mgrs./Editors
Anchors/Hosts

Internet Media (*news & travel only*)

Managing Editors
Editors
Reporters
Producers
Writers
Photographers
Reporters

We are happy to provide complimentary admission to freelance writers with written confirmation of assignment.

Radio media requests are handled by SeaWorld's Communications department, fax number (407) 345-8202.

Upon arrival at **SeaWorld Orlando**, news media and guests should visit the Guest Relations window, located to the left of the ticket plaza, to obtain admission passes. A media I.D. and driver's license are required for identification.

Media desiring interviews and/or photo or video shoots must contact the Communications Department two weeks prior to the requested date. Family members and friends will not be allowed to accompany media on assignment.

For more information:
SeaWorld Orlando Communications, (407) 363-2280

SEAWORLD LAUNCHES "BELIEVE," THE MOST AMBITIOUS KILLER WHALE SHOW IN THE PARKS' HISTORY

Orlando, Fla. – SeaWorld parks across the U.S. have unveiled the most ambitious entertainment project in the brand's 41-year history, a new production called "Believe." Nearly four years in the making, "Believe" showcases SeaWorld's majestic killer whales performing awe-inspiring choreography, an elaborate 3-story set including panoramic LED screens and an original musical score written exclusively for this show.

From Hollywood to Broadway, SeaWorld's creative team collaborated with innovative entertainment icons to develop a show that would not only inspire guests' emotions, but also re-ignite guests' passions for their own dreams.

"Our ultimate goal for this show is to impassion guests to believe in themselves," said Dave Goodman, vice- president of entertainment. "We want guests to believe they can accomplish the seemingly impossible, as our trainers do in this show through their relationships with these top predators of the ocean."

A first for SeaWorld, the intense choreography of this extraordinary show creates a breathtaking "killer whale ballet" of grace and agility, as every movement of the powerful whales – each weighing 6,000 to 10,000 pounds -- is matched to the corresponding beat of a stirring, original musical score created exclusively for this show. In fact, SeaWorld's trainers developed a repertoire of nearly 100 killer whale behaviors, 60 of which will be part of the new show.

The centerpiece of the new set design is a 3-story tail fluke flanked by four, 20-foot-wide LED screens which operate independently and also move together to create a single, 80-foot-long panoramic screen. These screens provide guests at Shamu Stadium with views of the whales from above- and below-water cameras, including, for the first time, a camera suspended directly over the main show pool.

The audio system for "Believe" is the most sophisticated ever constructed for a SeaWorld show. The design creates soundscapes for "Believe" that rival any show or concert experience, with nearly 100 speakers throughout the stadium. Guests will experience the original musical score which was performed by the Prague National Symphony Orchestra in a truly surround-sound experience.

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Page 2 – SeaWorld Launches “Believe”

Continuing the Revolution:

“Believe” continues the revolution which began last year with “Blue Horizons” – an entirely new breed of dolphin show. This theatrical spectacular was breakthrough in that it combined visions of Broadway with majestic animals, spirited performers and exotic birds. To create this dynamic show, SeaWorld collaborated with Broadway’s most inventive experts and married theatrical extravagance -- seen in the larger-than-life set and dramatic costuming -- with amazing animal behaviors.

In addition to SeaWorld, BEC operates Busch Gardens parks in Tampa, Fla. and Williamsburg, Va.; Discovery Cove in Orlando; Sesame Place in Langhorne, Pa. near Philadelphia; and water parks Adventure Island in Tampa and Water Country USA in Williamsburg. BEC and its parks employ nearly 20,000 people nationwide.

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For more information:

SeaWorld Orlando Communications, (407) 363-2280

SEAWORLD ORLANDO UNVEILS PARK'S FIRST "FAMILY-FRIENDLY" RIDES

"Shamu Express" Roller Coaster Thrills Parents and Children Alike

ORLANDO, Fla. – SeaWorld Orlando has taken flight with the "Shamu Express" – the park's first family-oriented roller coaster. Themed after SeaWorld's famous killer whale, the "Shamu Express" will gently thrill 28 children and parents in killer whale-themed cars down more than 850 feet of track at 26 mph.

Two more brand new "kid-friendly" additions include a jellyfish-themed samba tower ride and a waterspout-themed tea cup ride. "Jazzy Jellies" will lift and spin families in jellyfish-themed seats while "Swishy Fishies" will enable adventurous youngsters to sit in themed seats while they spin around a giant waterspout.

"This expansion adds even more thrills for our youngest guests, who may be riding a roller coaster for the first time" said Jim Atchison, executive vice president and general manager of SeaWorld Orlando and Discovery Cove. "To further the family experience, parents can also ride with their children."

Currently, Shamu's Happy Harbor is a three-acre children's play area that offers SeaWorld's littlest guests four stories of colorful climbing nets and tunnels, nine slippery slides and a splashy water maze.

SeaWorld Orlando is the world's premier marine adventure park with 200 acres of world-class shows, thrilling rides and unforgettable animal encounters. Millions of visitors have explored the mysteries of the sea with up-close animal interactions and exhilarating experiences. State-of-the-art rides give guests unprecedented thrills, while amazing animal encounters include killer whales, dolphins, sea lions, sharks and more.

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For more information:
SeaWorld Orlando Communications, (407) 363-2280

A LOOK INSIDE THE POWER OF "BELIEVE"

- OVERVIEW:** From Hollywood to Broadway, "Believe" is an extraordinary production that will inspire guests to believe in themselves by blending new killer whale behaviors with elaborate set pieces, music, choreography and state-of-the-art multimedia.
- SET DESIGN:** The centerpiece of the "Believe" set is the world's largest whale tail. At 80-feet-wide and three stories tall, the tail is overlaid with images of Shamu and is set off by large, moving screens on either side. To create the screen movers (see Video Technology), a 12-foot high bridge was added that spans the width of the stadium. The bridge was built by Oceaneering Entertainment Services, Inc., specialists in submersibles designed to be used in and around saltwater. To create "spotlights" that can be seen during the day in the open air of Shamu Stadium, producers and set designers of "Believe" incorporated water fountains as visual cues to guests to highlight the whales' behaviors. The traditional "slideovers" that the killer whales use to enter and exit the main pool during shows are enhanced with waterfalls giving the whales a more dramatic entrance to the show.
- SOUNDSCAPES:** SeaWorld Orlando engineers installed a state-of-the-art sound system to heighten guests' experience. With nearly 100 speakers, the music will benefit from improved sound quality with higher frequency levels and dynamics. The enhanced audio system is the most sophisticated ever constructed for a SeaWorld show.
- MUSIC:** Renowned film composer Christopher Ward wrote the stirring, original score specifically for "Believe," to convey the power and majesty of the killer whales. To further the grand scale, SeaWorld recorded the score with the Prague National Symphony Orchestra. Incorporated into the original score are two lyrical pieces including the signature song, "Believe," which was written by Broadway composer John Stothers.
- VIDEO TECHNOLOGY:** Enhanced video equipment provides a high definition view of Shamu's world. Four 200-square-foot video screens create a stunning visual presentation. All four screens can move independently or simultaneously on a bridge suspended above Shamu's pool. The screens move both horizontally and turn and tilt in any direction. When brought together vertically, the four pieces create a screen 20 feet by 40 feet; when brought together horizontally they combine to create a panoramic center stage video presentation 10 feet high by 80 feet wide.

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Page 2 – “Believe” Fact Sheet

Multiple video cameras supply images to the screens. Over-water cameras suspended above Shamu’s pool will feature images never before seen at Shamu Stadium -- whales and trainers shooting from the water straight toward the camera. Sophisticated underwater cameras will capture images of Shamu’s world with stunning clarity and two manned, above water cameras make each show truly unforgettable.

CHOREOGRAPHY AND KILLER WHALE TRAINING:

The story line and choreography of “Believe” reflect the close relationship SeaWorld trainers have with the killer whales in their care. During the show’s development, whale trainers from the three SeaWorld parks were brought together to brainstorm. During that meeting, 52 never-before-seen behaviors were identified and incorporated into the new show. The show will highlight 100 separate behaviors.

The intense choreography of the trainers and whales will be matched to the corresponding beat of the original musical score.

Executive Producer - Busch Entertainment Corporation, David R. Smith

Producer - TownSquare Productions, Don Frantz

Art Director - Chris Jones

Set Design - Steve Bass

Scenic Elements - The Nassal Company

Musical Score - Christopher Ward

Special Music and Lyrics - John Stothers

Video Screens - Daktronics

Screen Bridge - Oceaneering Entertainment Services, Inc.

Wildlife Photography - Bob Talbot

Media Development - Super 78

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CREATIVE TEAM BIOGRAPHIES

Laura Surovik
Assistant of Curator of Animal Training
SeaWorld Orlando

As Assistant Curator of Animal Training for Shamu Stadium, Laura Surovik has been an integral part of the Believe creative team. In addition to performing in the show, she oversees the daily care of SeaWorld Orlando's killer whale family and is responsible for training a team of more than 25 animal trainers. With 21 years of animal training experience, Surovik is an expert in the field.

Don Frantz
Creative Director and Producer of Believe

As creative director and producer of Believe, Don Frantz applied his Broadway expertise to a new stage with six-and-a-half million gallons of water and a cast of 6,000 pound killer whales and animal trainers. The award-winning Broadway producer's repertoire includes "Disney's The Lion King" and "Disney's Beauty and the Beast." In addition to his work on Believe, Frantz is developing Jill Santoriello's Broadway bound "A Tale of Two Cities," and the Rupert Holmes' dance fusion musical "Swango."

Dave Goodman
Vice President of Entertainment
SeaWorld Orlando and Discovery Cove

As Vice President of Entertainment for SeaWorld Orlando and Discovery Cove, Dave Goodman led a variety of teams including producers, directors and animal trainers to bring Believe to life. His daily responsibilities consist of overseeing live entertainment, creative, production and operations for all shows, events and promotional tours at both parks. Last spring, Goodman oversaw the development and production of Blue Horizons, SeaWorld's newest whale and dolphin show. Goodman has an illustrious 20-year career in the entertainment industry and holds a bachelor's degree in music education from Colorado State University.

Jim Atchison
Executive Vice President and General Manager
SeaWorld Orlando and Discovery Cove

Jim Atchison is the Executive Vice President and General Manager of SeaWorld Orlando and Discovery Cove and leads a team of 5,000 employees at both parks. Atchison has played an integral role in the development of Believe and is passionate about what Believe means for the company. Most recently, Atchison introduced the all-new whale and dolphin show, Blue Horizons which paved the way for SeaWorld's new breed of animal shows. Atchison holds a bachelor's degree in marketing from the University of South Florida and an MBA from the University of Central Florida.

SEAWORLD'S SHAMU KEEPS ON SPLASHIN'

Shamu Fun Facts

From feared ocean predator to lovable celebrity, Shamu has emerged as one of the most recognizable characters in the world. In fact - like Sting and Madonna - Shamu is so famous he doesn't even need a last name.

Since he hit the SeaWorld San Diego stage in 1966, SeaWorld's signature icon has entertained (and educated) more than 250 million guests nationwide. However, Shamu has done far more than entertain and educate the masses.

His impressive resume includes:

- Starring in a variety of hit television shows, including: "The Simpsons," "Saturday Night Live," "Today," "Scrubs," and "The Bachelorette."
- Appearances in major motion pictures, including: Eddie Murphy's "Dr. Dolittle 2" and "Jaws 3."
- Spawning Shamu-themed iPods, Wave Runners and ice cream bars.
- Depictions on a hot air balloon, a blimp, Southwest Airlines 737s and a fleet of Volkswagen Beetles.
- Starring in his own television cartoon series, "Shamu and Crew."
- His own (unauthorized) Web page on myspace.com.
- His own page on wikipedia.com, the popular Web encyclopedia.
- More than 1 million Web site references.
- Rubbing elbows ... err, fins ... with such celebrities as: Katie Couric, Kelly Ripa, Tyra Banks, Christina Aguilera, Mandy Moore, Hugh Hefner, Walt Disney, Tracy McGrady and even Bugs Bunny.
- Shamu has one of the highest brand equities of any character – surpassing such legendary child favorites as Blue's Clues, Dora the Explorer and Bart Simpson.*
- The mammoth marine mammal receives more than 5,000 fan letters a year, many of which ask inquisitive questions of the beloved killer whale. Some inquire if Shamu is a boy or girl. The answer? He or she can be either. "Shamu" is a stage name for all of SeaWorld's killer whales, so it depends on which "Shamu" is in question.

* Cartoon Q Fall 2003 study, Marketing Evaluations, Inc.

DANGERS OF THE KILLER WHALE

DISCOVER THE OCEAN'S TOP PREDATOR

PHYSICAL CHARACTERISTICS:

While the killer whale is renowned for being the ocean's top predator, what many people don't know is that this cunning creature is the largest predator of warm-blooded mammals on earth. In fact, the average male killer whale measures 22 ft. in length and can weigh up to 12,000 lbs. The largest killer whale ever recorded measured 32 ft. in length.

DIET & EATING HABITS:

Walrus, sea lions, polar bears and even a moose have all been known to fall victim to killer whales. A fully-grown killer whale typically consumes 3–4% of its body weight in food per day. Calves may eat up to 10% of their body weight during growth periods.

Killer whales typically average 40-56 interlocking teeth that measure up to three inches in length. The teeth of a killer whale are adapted for ripping and shredding but not for chewing. Killer whales typically swallow their food in chunks, but their throats are large enough to swallow small seals and walrus whole.

HUNTING METHODS:

Similar to a pack of wolves or pride of lions, killer whales often hunt in cooperative groups called pods. They will work together to circle their prey into a small area before attacking. Some killer whales specialize in sliding out onto sand bars and ice flows to pursue their prey.

Killer whales have also been observed attacking great white sharks and other whales. In one instance, a pod of killer whales were documented surrounding a blue whale – the single largest animal on the planet – and attacking it from every angle before feeding.

RELATIONSHIPS WITH SEAWORLD TRAINERS:

The killer whale is one of the most dangerous animals on the planet. This fact alone is what makes the relationships between these remarkable predators and SeaWorld killer whale trainers truly extraordinary. It takes several years for a killer whale and a trainer to develop a steadfast trust between one another. This relationship is one that requires constant positive reinforcement and an unwavering respect for each other.

First and foremost, SeaWorld trainers must always remain acutely aware of the awesome power and amazing abilities of these astonishing creatures.

For more information:
SeaWorld Orlando Communications, (407) 363-2280

A WHALE OF AN ADVENTURE WITH ORLANDO MARRIOTT® BRAND HOTELS AND RESORTS AND SEAWORLD® ORLANDO

Children Nine and Under Receive Complimentary Admission through December 31, 2006

Orlando, Fla. – Kids make an extra splash at participating **Orlando Marriott brand hotels and resorts** and **SeaWorld Orlando** this year as they stay free, play free *and* receive a free Adventure Pak. The new SeaWorld packages, good through the end of the year, allow **children nine and under to receive complimentary admission*** to the world's premier marine adventure park when booking a minimum two-night stay at a participating hotel.

The packages celebrate SeaWorld's launch of the most elaborate killer whale show in history, "Believe," and a new family coaster for kids, the "Shamu Express" – both opening May 11. Dip into an abundance of values with exclusive partnership packages. A whale of an adventure awaits each and every Marriott hotel guest with thrilling rides, animal encounters and outstanding hospitality. Package includes:

- ***Deluxe accommodations.***
- ***One complimentary admission for children nine and under with each paid adult admission (maximum two per package).***
- ***Exclusive "Length of Stay" ticket.*** For the price of a single-day admission, Marriott hotel guests will receive SeaWorld Orlando tickets good for the entire length of their stay.
- ***Exclusive SeaWorld Orlando Guest Value Booklet.*** Special Park offers to include: preferred parking upgrades, "Ride Again" passes and in-park dining discounts.
- ***An Adventure Pak Shamu bag per child upon arrival that includes a Shamu plush toy, activity book, pen and pencil, tattoos, stickers and a SeaWorld Day Camp and Summer programs book.***
- ***Select hotels also offer complimentary breakfast for children nine and under and/or scheduled transportation to SeaWorld Orlando.***

There are nine official hotels and resorts from which guests may choose, all located within a five-mile radius of the park. Participating hotels include:

Orlando World Center Marriott Resort; JW Marriott Orlando, Grande Lakes; Renaissance Orlando Resort at SeaWorld; Courtyard International Drive; Residence Inn SeaWorld International Center; Fairfield Inn & Suites Orlando International Drive and Marriott's Grand Vista.

For more information, please call 888-922-7829 or visit www.marriottvacationpackages.com/seaworld.

****Book by September 30, 2006 and visit by December 31, 2006. Commissionable to travel agents if booked through Orlando Marriott Brand Hotels and Resorts.***

For more information:

SeaWorld Orlando Communications, (407) 363-2280

SEAWORLD ORLANDO UNVEILS NEW GENRE OF ENTERTAINMENT WITH BREAKTHROUGH DOLPHIN SPECTACULAR

Park Collaborates with Broadway Masterminds to Create Innovative “Blue Horizons”

ORLANDO, Fla. – SeaWorld Orlando introduces a new breed of animal show -- the likes of which have never before been seen – with the opening of **“Blue Horizons.”** Now showing, this breakthrough theatrical spectacular unites sea and sky with visions of Broadway as it showcases majestic animals, spirited performers and exotic birds.

To create this dynamic show, SeaWorld collaborated with the entertainment mecca’s most inventive and artistic experts, marrying great theatrical extravagance -- seen in the larger-than-life set, dramatic costuming and intriguing show development -- with the awe-inspiring feats of SeaWorld’s renowned animals and trainers.

A young girl’s vivid imagination sets the stage for an extravaganza of graceful dolphins, ominous false killer whales and a rainbow of exotic birds including blue and gold macaws, blue-throated macaws, a flock of sun conures and an Andean condor. In a show filled with action both above, and below, the water, a cast of Olympic-caliber divers and aerialists – dressed in elaborate costumes and symbolizing sea and sky – plunge off the elaborate set with amazing aerial artistry.

““Blue Horizons” is truly unique as it seamlessly blends the amazing power and grace of SeaWorld’s dolphins and false killer whales with the lavish splendor of Broadway,” said Stanley Meyer, “Blue Horizons” set designer and show consultant. Meyer is best known for his work designing the critically acclaimed Broadway musical, “Beauty and the Beast.”

“Only SeaWorld could create such a revolutionary concept -- a type of show that can be seen nowhere else in the world,” said Meyer. “It creates a completely new benchmark of awe-inspiring entertainment.”

Meyer was responsible for creating the theatrical set design for “Blue Horizons.” Using elements of the sea and sky -- and a young girl’s vivid imagination --- as his inspiration. Meyer designed the whimsical, yet dramatic, atmosphere with an immense rising sun and hundreds of iridescent bubbles. An elaborate, 40-foot-high framework envelops the pool and balances divers and aerialists as they plunge from bungees and soar on “cloud swings.”

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Page 2 – “Blue Horizons”

Relying on the brilliant colors of the macaws and sun conures, renowned costume designer Tracy Christensen developed an elaborate wardrobe to transform the aerialists and divers into bird-like characters with breathtaking plumage. Christensen has an extensive Broadway background, with well-known credits to her name such “Fiddler on the Roof” and “Beauty and the Beast.” She drew on those experiences to incorporate a variety of textures and fabrics never before seen in a SeaWorld show.

While these characters sway from “cloud swings” and dive off the elaborate set, the true stars of the show grace the waters below. SeaWorld’s dolphins and false killer whales leap their way into this dreamy adventure with no apparent direction from trainers. Colorful macaws, a flock of sun conures and an Andean condor will soar over the audience as they ascend toward the horizon.

“Blue Horizons” is timed to a stirring, original musical score performed by members of the Seattle Symphony Orchestra.

SeaWorld Orlando is the world’s premier marine adventure park with 200 acres of world-class shows, thrilling rides and unforgettable animal encounters. Millions of visitors have explored the mysteries of the sea with up-close animal interactions and exhilarating experiences. State-of-the-art rides give guests unprecedented thrills, while amazing animal encounters include killer whales, dolphins, sea lions, sharks and more.

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SEAWORLD ORLANDO

FUN FACTS AND ATTRACTION DESCRIPTIONS

General Information

- Overview:** SeaWorld Orlando is the world's premier marine adventure park with 200 acres of world-class shows, thrilling rides and unforgettable animal encounters. Millions of visitors have explored the mysteries of the sea with up-close animal interactions and exhilarating experiences. State-of-the-art rides such as "Kraken" and "Journey to Atlantis" twist, turn, and drench guests with unprecedented thrills, while amazing animal encounters include killer whales, dolphins, sea lions, sharks and more.
- What's New in 2006:** "**Believe**"– This innovative show showcases new, intense choreography from our entire family of killer whales corresponding to the beat of a stirring, original musical score. The most ambitious entertainment project in our park's history, "Believe" will feature an elaborate set boasting a 3-story tail fluke flanked by four 20-foot-wide LED screens and a sophisticated sound system.
- Location:** Intersection of Interstate 4 and FL 528 (the Bee Line Expressway), 10 minutes south of downtown Orlando and 15 minutes from Orlando International Airport.
- Park Hours:** Open year-round at 9 a.m., with extended hours during summer and holidays. Allow a full day to see all shows and attractions.
- Admission:** Ages 10+ \$61.95 (plus tax); Ages 3-9 \$49.95 (plus tax); Ages two and under are free. Prices are subject to change without notice. Discounts available for guests with disabilities, senior citizens, military personnel and AAA members.
- Information:** For general park information, call (800) 327-2424, or visit the interactive Web site at **SeaWorld.com**. For information on marine animals, visit our award-winning educational Web site at **SeaWorld.org**.
- Florida Residents:** **SeaWorld Fun Card:** For the same price as a single-day admission, Florida residents can re-visit their favorite theme park again and again through all of 2006.
- Vacationers:** **SeaWorld Anytime:** Guests simply exchange any one-day admission for a personalized pass that allows them unlimited visits during their vacation to that same park (up to six additional days).
- Print-at-Home Tickets:** SeaWorld Orlando offers print-at-home tickets that allow guests to directly enter the park without waiting in line. Go to **SeaWorld.com** to purchase tickets.
- Services:** Strollers, wheelchairs, two-way radios, lockers and indoor, climate-controlled pet kennels are available for rental. Wheelchair seating is available at all facilities. Diaper-changing and baby-nursing areas, first aid, foreign currency exchange, automated teller machine, taxi and bus parking may be found on-site.

- Terrific Tuesdays:** Geared for guests over 50, SeaWorld's Terrific Tuesdays is a series of one-hour symposiums on a variety of topics such as health, horticulture and animal training. Every Tuesday, AARP members receive an \$8 discount off admission to SeaWorld. Every other day of the week, AARP members receive \$5 off park admission.
- Meetings and Conventions:** From cocktail parties in the shadows of lurking sharks, to delectable buffets amid 200 tuxedo-clad penguins, SeaWorld Orlando offers truly *wild* customized events. SeaWorld accommodates groups ranging in size from 30 to 25,000 people.
- Restaurants:** Guests may choose from nine restaurants, ranging from full-service to cafeteria-style.

DINING ADVENTURES:

"Dine With Shamu" offers park guests a once-in-a-lifetime VIP experience to eat alongside killer whales, dine with Shamu trainers, ask questions and observe training sessions in an exclusive themed area. This buffet-style meal is located poolside and requires reservations by calling (800) 327-2424 or by visiting the park's Information Counter at the front gate.

"Sharks Underwater Grill" is an upscale restaurant that immerses guests in an underwater world to dine with the denizens of the deep. The full-service restaurant features a "Floribbean-style" menu that blends Caribbean and Florida fare with an emphasis on seafood. Priority seating can be arranged by calling (800) 327-2424 or by visiting the host stand at the restaurant.

"Makahiki Luau" is a nightly celebration at The Waterfront's Seafire Inn filled with ancient customs, rhythmic music and dance, authentic costumes and the delectable cuisine of the Pacific Islands. Reservations are required; call toll-free (800) 327-2424.

RIDES:

"Kraken" – Orlando's tallest and only floorless roller coaster – is themed after a massive, mythological underwater beast unleashed from the depths of the sea. Riders' feet dangle as they travel in open-sided seats, riding on a pedestal above the track at speeds of 65 mph to heights of more than 140 feet.

"Journey to Atlantis" is an edge-of-your-seat *water-coaster* -- part water ride, part roller coaster -- thrill ride that plunges guests into the middle of a clash for the lost city of Atlantis. Riders encounter spine-tingling thrills, including *two* of the steepest, wettest and fastest drops to be found at any theme park in the world.

"Wild Arctic" takes guests on a thrilling, motion-based flight over the frozen North where they are enveloped in the beauty, exhilaration and danger of Arctic exploration. Stepping from the simulated jetcopter experience they enter a frozen wonderland with live beluga whales, walruses, harbor seals and polar bears.

SHOWS:

“Believe” is a revolutionary production that features SeaWorld’s entire family of majestic killer whales performing awe-inspiring choreography to an original musical score performed by Prague National Symphony Orchestra. The elaborate 3-story set features an 80-foot-wide whale tail designed exclusively for this show as well as four rotating panoramic LED screens and nearly 100 speakers.

“Blue Horizons” is a new breakthrough theatrical spectacular that showcases graceful dolphins and false killer whales, a rainbow of exotic birds and an entire cast of world-class divers and aerialists draped in elaborate costumes. The vivid imagination of a young girl sets the stage for an emotional adventure to experience the power of the sea and the elegance of flight.

“Clyde and Seamore Take Pirate Island” stars the park’s hilarious sea lions, otters and walrus in a swashbuckling adventure and a sensational tale of lost loot, pirate plunder and misadventure on the high seas.

“Pets Ahoy!” is a comical show featuring the talents of a menagerie of dogs, cats, birds, rats, skunks, pot-belly pigs, and other animals performing a series of uproarious and amazing skits. Most impressive is the fact that nearly all of the fabulous four-legged celebs were *rescued from animal shelters* before they found their fame at SeaWorld.

“Odyssea” is a 30-minute spectacle combining gravity-defying acrobatic feats, lively music and dazzling special effects within a set that transports guests into an underwater world filled with wonder and fantasy.

“Fusion” is a high-energy celebration of surf, sand and sky. This show features stunt kites, bird flights and championship-caliber water sports all set to an exhilarating world music beat.

Special this summer, **“Mistify”** is a nighttime finale on SeaWorld’s center lake and features larger-than-life marine creatures on 60-foot mist screens, 100-foot fountains, flames on water and dazzling fireworks.

ANIMAL ATTRACTIONS:

“Clydesdale Hamlet” is home to SeaWorld’s world-famous Budweiser Clydesdales. Guests can enjoy the majestic eight-horse hitch as it is meticulously prepared for parades through the park. During daily posing and petting sessions, guests can have their photos taken with a Clydesdale.

“Key West at SeaWorld” spans five acres and celebrates the legendary mystique and animals of the Florida Keys while it immerses guests in the quirky, carefree ambiance of America’s southernmost city. Guest may feed and touch dolphins in a tropical lagoon with rolling waves, a sandy beach, underwater viewing and naturalistic coral reef -- as well as feed stingrays and see endangered sea turtles up-close.

“Manatee Rescue” submerges guests in the beautiful underwater world of the endangered Florida manatee. All of the manatees in this habitat have been rescued by SeaWorld’s animal rescue team, and those who become healthy enough will be returned to their natural habitat. The attraction was named best new zoological exhibit in the country by The American Zoological Association (AZA).

“Pacific Point Preserve” is home to California sea lions and harbor seals. The 2½-acre naturalistic setting duplicates the rocky Northern Pacific coast.

“Shark Encounter” takes guests underwater, surrounding them with the spine-chilling denizens of the deep, including eels, barracuda, venomous fish, and sharks. The 60-foot shark tunnel in SeaWorld’s Terrors of the Deep attraction is formed of acrylic panels weighing up to 5,000 pounds, and able to support the pressure of more than 500 tons of water.

“Penguin Encounter” is home to more than 200 penguins and puffins. Featuring six species of penguins -- king, gentoo, adelle, macaroni, chinstrap and rockhopper -- the animal habitat is kept at a chilly 30 degrees and the water an icy 45 degrees. Six thousand pounds of snow fall daily inside the naturalistic habitat, which is reminiscent of the Antarctic’s rocky cliffs and frigid waters. Guests ride a 120-foot-long moving walkway through the frozen wonderland to watch the playful birds cavort both above, and under the water.

“Dolphin Nursery” is home to dolphin mothers and their newborn calves.

OTHER ATTRACTIONS:

“Shamu's Happy Harbor” is an expansive 5-acre play area for kids that includes the “Shamu Express,” SeaWorld’s first kid-friendly roller coaster. Themed after SeaWorld’s famous icon, Shamu, the “Shamu Express” gently thrills 28 parents and children in killer whale-themed cars down 800 ft. of track at 28 mph. Two other pint-sized additions include “Jazzy Jellies” that lifts and spins families in jellyfish-themed seats and “Swishy Fishies” which enables adventurous youngsters to sit in over-sized seats while they spin around a giant waterspout.

“The Anheuser-Busch Hospitality Center” features free samples of Anheuser-Busch products.

ANIMAL RESCUE AND REHABILITATION:

SeaWorld’s animal rescue team is on call 24 hours a day, 365 days a year to rescue, rehabilitate and release hundreds of endangered animals each year. SeaWorld Orlando is home to the largest manatee rehabilitation facility in the world.

ANIMAL CONNECTIONS PROGRAMS:

“Beluga Interaction Program”

The Beluga Interaction Program is one of the few programs in the world where guests can experience up-close, hands-on interactions with majestic beluga whales. Participants suit up and enter the chilly 55 degree water for a shallow-water encounter in the whales’ habitat at Wild Arctic. Cost is \$179 per person, is limited to four guests per session, and includes a souvenir photo and an educational booklet on whales. Participants must be at least 13 years of age older. For reservations, call: (800) 327-2424, book online at SeaWorld.com or visit the Guided Tour Counter inside the park.

“Sharks Deep Dive”

SeaWorld plunges guests into the realm of the shark as part of the park’s most daring animal interaction program, Sharks Deep Dive. Participants don wetsuits and an all-new Sea Trek helmet – which allows participants to breathe and communicate underwater without scuba equipment – during their close encounter with more than 50 sharks and an array of fish. Cost is \$150 per person, is limited to two guests for the two-hour program, and includes a “Sharks Deep Dive” T-shirt, a shark information booklet and a souvenir photograph. Park admission is not included, and is required. For reservations, call: (800) 327-2424, book online at SeaWorld.com or visit the Guided Tour Counter inside the park.

“Marine Mammal Keeper Experience”

Marine Mammal Keeper Experience is an eight-hour program where guests experience the thrill of working alongside marine mammal experts. From bottle-feeding orphaned manatees to interacting with seals and walrus, participants learn firsthand how SeaWorld animal care specialists work with marine animals. Up to four guests per day can participate in the program that begins at 6:30 a.m. Cost is \$399 (tax included) and includes lunch, a T-shirt, a career book, a souvenir photograph and a seven-day pass to SeaWorld. For reservations, call: (800) 327-2424, book online at SeaWorld.com or visit the Guided Tour Counter inside the park.

EDUCATIONAL TOURS AND PROGRAMS:

Home to more than 50,000 animals - many threatened and endangered, SeaWorld, Busch Gardens and Discovery Cove care for the largest zoological collection of animals in the world. As a reflection of this commitment, the parks also maintain the largest animal information web site of any zoological organization. The parks' kid-friendly site - www.swbg-ANIMALS.org - boasts more than 400 in-depth species profiles, ranging from killer whales to kookaburras.

“Adventure Express Tour” An exclusive guided tour with back-door access to rides, reserved seating at shows, special animal feeding and interaction opportunities and lunch. Tour guests will have a knowledgeable guide to personally escort them through various park attractions and answer questions. The six-hour Adventure Express tour costs \$89 per adult, \$79 per child (ages 3 - 9). Prices are in addition to park admission. Reservations can be made at the Guided Tour Counter inside the park or in advance by calling (800) 327-2424.

“Saving a Species” This 60-minute tour takes visitors behind the scenes for a look at the park's animal rescue, rehabilitation and release efforts. Manatees, sea turtles, birds and other animals have all received a new lease on life with the help of SeaWorld's animal care team. Guests have the rare opportunity to hand-feed exotic birds in a free-flight aviary, and tour SeaWorld's rehabilitation facilities where endangered and threatened species receive state-of-the-art medical treatment. One dollar of this tour admission is donated to the SeaWorld & Busch Gardens Conservation Fund to support research, conservation and education projects around the world. Nominal fee.

“Polar Expedition Tour” This 60-minute tour features an adventure from the North Pole to the South Pole. Guests explore the world of polar bears and beluga whales, get a backstage view of the Wild Arctic animal care areas, meet and touch a Magellanic penguin, and go behind the scenes at SeaWorld's Penguin Research Facility. Nominal fee.

“Predators” Who rules the oceans, sharks or killer whales? During this 60-minute tour, guests get an exclusive, behind-the-scenes tour of Shamu Stadium and a backstage peek at eerie ocean dwellers at “Shark Encounter.” Participants find out how SeaWorld aquarists care for sharks and stingrays, visit the shark food preparation room and get to touch a live shark. Nominal fee.

“SeaWorld Adventure Camps” SeaWorld's Education Department also offers more than 200 summer camp classes, including sleepover programs and adventures for kids -- as well as the whole family. For information, call (407) 327-2424.

The nine Anheuser-Busch Adventure Parks include SeaWorld Adventure Parks in Orlando, San Diego and San Antonio; Discovery Cove in Orlando; Busch Gardens in Tampa, Fla. and Williamsburg, Va.; Adventure Island in Tampa; Water Country in Williamsburg; and Sesame Place near Philadelphia. To learn more about the Anheuser-Busch Adventure Parks, visit www.4adventure.com, or call toll-free 1-800-4-ADVENTURE.