



NEWS RELEASE

SeaWorld Entertainment, Inc. Announces Big Thrills Coming in 2016 to Two Florida Theme Parks

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-- SeaWorld® Orlando reveals a 200-foot-tall hypercoaster, Mako™; Busch Gardens® Tampa puts a spin on family thrill rides with Cobra's Curse --

ORLANDO, Fla., May 28, 2015 /PRNewswire/ -- SeaWorld Entertainment, Inc. (NYSE: SEAS), a leading theme park and entertainment company, has announced big thrills for vacationers in 2016 at two of its Florida parks - SeaWorld® Orlando and Busch Gardens® Tampa.

SeaWorld Orlando

Surfacing at SeaWorld Orlando will be **Mako**, a 200-foot-tall hypercoaster that will reach 73 mph along 4,760 feet of steel track – nearly a mile long -- and leave riders feeling both breathless and weightless. Named for one of the ocean's fastest known sharks, **Mako** will be Orlando's tallest, fastest and longest roller coaster.

"On **Mako**, guests will experience what it's like to be this apex predator, surging through the water at top speed and chasing prey throughout a massive reef," said Brian Morrow, Senior Director of Development and Design for SeaWorld Entertainment, Inc. "It will be a wild mix of fear, thrills and fun."

The new coaster also will become one of the world's few true hypercoasters, a group of roller coasters known for high speeds and steep drops and hills that create a feeling of weightlessness or "air time."

SeaWorld's new hypercoaster will be the centerpiece of the newly themed surrounding realm focused on sharks. The 2-acre plaza will be redesigned with new pathway theming and educational experiences, and feature **Mako**, Shark Encounter, Sharks Underwater Grill, and themed shops.

Busch Gardens Tampa

Also in 2016, Busch Gardens® Tampa will put a spin on thrills with a brand new family thrill ride – Cobra's Curse. This spin coaster is the only one of its kind in the world, and only found at Busch Gardens in Tampa.

In addition to featuring a vertical lift, riders will experience several sensations on this whirlwind adventure of exciting explorations, including a forward-facing position, backward-facing position, and then the signature element of Cobra's Curse, the free-spinning position.

"This isn't your ordinary spin coaster. Busch Gardens is putting a twist on this attraction and taking riders on an unforgettable and exciting journey," said Morrow.

Located in the Egypt area of the park, explorers will come face-to-face with an 80-foot snake icon, trek over the park's Serengeti Plain® and discover the mysteries of an Egyptian archeological excavation.

More info:

For more information and updates on Cobra's Curse, visit cobrascurse.com.

And to follow the **Mako** frenzy use the hashtag #NothingFaster and visit www.SeaWorldOrlando.com/Mako for more information.

SeaWorld Entertainment, Inc.

SeaWorld Entertainment, Inc. (NYSE: SEAS) is a leading theme park and entertainment company delivering personal, interactive and educational experiences that blend imagination with nature and enable its customers to celebrate, connect with and care for the natural world we share. The Company owns or licenses a portfolio of globally recognized brands including SeaWorld®, Shamu® and Busch Gardens®. Over its more than 50-year history, the Company has built a diversified portfolio of 11 destination and regional theme parks that are grouped in key markets across the United States, many of which showcase its one-of-a-kind zoological collection of approximately 89,000 marine and terrestrial animals. The Company's theme parks feature a diverse array of rides, shows and other attractions with broad demographic appeal which deliver memorable experiences and a strong value proposition for its guests.

SeaWorld Entertainment, Inc. is one of the world's foremost zoological organizations and a global leader in animal welfare, training, husbandry and veterinary care. The Company collectively cares for what it believes is one of the largest zoological collections in the world and has helped lead advances in the care of animals. The Company also rescues and rehabilitates marine and terrestrial animals that are ill, injured, orphaned or abandoned, with the goal

of returning them to the wild. The SeaWorld rescue team has helped more than 25,000 animals in need over the last 50 years.

Copies of this and other news releases as well as additional information about SeaWorld Entertainment, Inc. can be obtained online at www.seaworldentertainment.com. Shareholders and prospective investors can also register to automatically receive the Company's press releases, SEC filings and other notices by e-mail by registering at that website.

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