

SeaWorld Parks & Entertainment Unveils Unprecedented Value with New Annual Pass Products and Thrilling Attractions for 2019

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Increased flexibility and member benefits with low monthly pricing, plus new attractions in every park market, create excitement and reasons to visit in 2019

ORLANDO, Fla., Oct. 15, 2018 /PRNewswire/ -- SeaWorld Parks & Entertainment has unveiled new Annual Pass Products at all 12 of its theme parks, including SeaWorld, Busch Gardens and Sesame Place, designed to offer guests incredible value and new benefits with the convenience of monthly payments. With low monthly pricing, guests can enjoy all of the thrilling rides, exhilarating shows, animal encounters, seasonal and special events the parks have to offer.

Coming in 2019: one of the company's biggest years ever for new attractions, with new rides and thrills coming to every park market, providing endless reasons for the entire family to visit the parks over and over again.

For the first time ever, up-close animal encounters will be offered in many of the pass options, providing guests with more ways to connect, explore and experience firsthand SeaWorld's mission to protect marine life and the oceans they call home.

Additional highlights of the new pass products include:

- **Tiered benefits and increased flexibility:** Guests can choose the pass level that works best for their family and the park they want to visit.

- **More pricing options:** Affordable monthly payments at all parks, beginning with low introductory offers.
- **All-new benefits at every pass level:** First-ever benefits include up-close animal experiences, memory-making extras such as Photo Key, and expanded culinary options. At the Florida parks, "Bring a Friend for Free" on some pass options lets guests share in the fun.

"We are excited to offer our fans all-new options to make memories with these new pass products. Our guests asked for more flexibility, choices and unique memorable experiences like our up-close animal encounters," said John Reilly, interim CEO, SeaWorld Parks & Entertainment. "The company's new pass products deliver on all these points, and with so many thrilling new experiences coming to our parks in 2019, we know that guests will want to visit again and again."

New in 2019

SeaWorld and Busch Gardens parks recently made exciting new attraction announcements for 2019. Roaring to **Busch Gardens Tampa Bay** is **Tigris™**, a triple launch steel coaster, and Florida's tallest launch coaster. At **SeaWorld Orlando** families will be able to walk down Sesame Street for the very first time as **Sesame Street** at SeaWorld Orlando brings the world-famous street to park guests, connecting them to all of the fun, laughter and learning of Sesame Street.

SeaWorld San Diego recently announced an intense dueling roller coaster coming to the park in 2019. **Tidal Twister** will be an adrenaline-charged horizontal ride, twisting and banking along a tight-figure-8 track that includes a dynamic linear inversion.

At **SeaWorld San Antonio**, an interactive sea turtle attraction **Turtle Reef™** will give guests an up-close look at threatened and endangered sea turtles. Two new family rides will also debut – **Riptide Rescue™**, where guests can board a boat and set out on their own sea turtle rescue mission aboard this classic spinner ride, and **Sea Swinger™**, a thrill ride that swings riders 180-degrees in both directions.

Premiering at **Aquatica San Antonio** in 2019 will be **Ihu's Breakaway Falls®**, a steep, one-of-a-kind, multi-drop tower slide, which is named after Ihu, Aquatica's colorful gecko, who searches for the biggest thrills, steepest hills and coolest spills in the waterpark.

Busch Gardens Williamsburg and **Water Country USA** also have new thrills and reasons to visit in 2019. **Finnegan's Flyer** will soar riders more than 80 feet high over the "World's Most Beautiful Theme Park". At **Water Country USA**, guests can brave the only **RocketBLAST®** coaster on the East Coast and Virginia's first hybrid water coaster – **Cutback Water Coaster™**.

Many of these new attractions are partnering with conservation organizations, connecting guests to real world solutions and bringing SeaWorld's **Park to Planet** mission to life.

To learn more about park-specific pass products and offerings, visit the park websites at SeaWorld.com; BuschGardens.com and SesamePlace.com.

About SeaWorld Entertainment, Inc.

SeaWorld Entertainment, Inc. is a leading theme park and entertainment company providing experiences that matter, and inspiring guests to protect animals and the wild wonders of our world. The company 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 33,000 animals in need over the last 50 years.

SeaWorld Entertainment, Inc. owns or licenses a portfolio of recognized brands including SeaWorld, Busch Gardens® and Sea Rescue®. Over its more than 50-year history, the company has built a diversified portfolio of 12 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. 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.

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