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SEAWORLD UNVEILS SPECTACULAR NEW SHOW THAT UNITES SEA AND SKY

SAN DIEGO (May 29, 2010) – After an 18-month creative process and nine months of construction at Dolphin Stadium, SeaWorld has debuted “Blue Horizons.” The park’s president, Andy Fichtorn, unveiled the show officially to guests on Saturday, May 29, 2010 by cutting a blue ribbon.

At the center of “Blue Horizons” is Marina, a young girl whose vivid imagination sets the stage for an extravaganza of graceful dolphins, magnificent pilot whales and a rainbow of exotic birds. Marina daydreams that one day she can fly in the sky and swim in the ocean. After encountering Aurora — the spirit of the sky — and Delphis — the spirit of the sea — those dreams begin to come true, as together they explore a place where the sea meets the sky. “Blue Horizons” features action both above and under the water, as a cast of divers and aerialists, dressed in eye-catching costumes symbolizing sea and sky, plunge off the elaborate set into, and also propel out of, the deep blue water.

To create “Blue Horizons,” SeaWorld collaborated with the entertainment industry’s most inventive and artistic experts, marrying great production value — seen in the larger-than-life set, dramatic costuming and intriguing show development — with the awe-inspiring feats of SeaWorld animals and trainers.

“Only SeaWorld could create such a spectacular concept, a type of show that can be seen nowhere else in the world,” said Stanley Meyer, “Blue Horizons” set designer and show consultant. “It sets a completely new benchmark for awe-inspiring entertainment.” Meyer, best known for his work designing the Broadway musical “Beauty and the Beast,” created the set for SeaWorld Orlando’s “Blue Horizons,” which has been a hit there since 2005.

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

While these characters sway through the sky and dive off the set, the true stars of the show grace the waters below. SeaWorld’s dolphins and pilot whales leap their way into this dreamy adventure. African crowned cranes, coral bills, black vultures and other bird species soar over the audience as they ascend toward the horizon.

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The stirring, original musical score for "Blue Horizons" is performed by the Seattle Symphony Orchestra.

Dolphin Stadium was completely transformed for "Blue Horizons," including an entirely new set; trusses, diving boards and bungee swings for the aerialists and divers; a new sound system; high-tech water features; and an additional 700 seats for guests.

"Blue Horizons" will be performed daily at SeaWorld. Show schedules are available online and at the park. SeaWorld is open year-round. Admission is \$69 for ages 10 and older; \$59 for ages 3-9. Parking is \$12 for vehicles and \$17 for RVs and preferred parking. For more information call (800) 25-SHAMU or visit www.seaworldsandiego.com.

SeaWorld has an incredible program right now that makes it easier for families to enjoy "Blue Horizons" and all that the marine-life park has to offer. Through *SeaWorld Cares*, now through Dec. 31, with each full-paid, SeaWorld single-day, adult admission purchased online, any child age 12 and under gets a \$5 admission, all of which goes to fund non-profit organizations that are working right now on wildlife conservation projects. The offer is good for SeaWorld San Diego, as well as SeaWorld parks in Orlando, Fla. and San Antonio. Families even can choose which wildlife conservation effort receives their donation (choices are dolphins, sea turtles, manatees and coral reef fish). SeaWorld Cares is only available online. Complete details are available at www.SeaWorldCares.com.

SeaWorld Parks & Entertainment operates 10 parks across the U.S. including SeaWorld parks in San Diego, San Antonio and Orlando, Fla.; Busch Gardens parks in Tampa, Fla. and Williamsburg, Va.; Discovery Cove and Aquatica in Orlando; Sesame Place near Philadelphia, Pa.; and water parks Adventure Island in Tampa and Water Country USA in Williamsburg.

The 10 parks play host to 25 million guests each year and employ 26,000 people nationwide. To learn more, visit www.seaworldparksandentertainment.com or call toll-free (888) 800-5447. Additionally, SeaWorld Parks & Entertainment created the SeaWorld & Busch Gardens Conservation Fund, a non-profit, private charitable foundation committed to supporting wildlife and habitat conservation, research, education and animal rescue programs worldwide. Learn more at www.swbg-conservationfund.org.

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