

SEAWORLD PARKS & ENTERTAINMENT



Jim Atchison, President & Chief Executive Officer





Your visit to...
BUSCH GARDENS

Our Roots



Budweiser
BUSCH
MICHELOB



Budweiser,
BUSCH



Hmmm ... I bet I
could increase the
per cap by 15
cents!





SeaWorld

OCEANARIUM PROPOSAL
MISSION BAY
SAN DIEGO, CALIF.

ARTIST'S CONCEPTION OF ENTIRE PARK

MARINE PARK CORP.
6601 Faranham Blvd.
Long Beach, Calif.
NK 3-8131 - 3-8132

II MARINE PARK

1. BASIS OF APPEAL

The time-proven interest and curiosity of humans towards creatures which inhabit the oceans, is the foundation of Marine Park's appeal. Based on this solid principle, Marine Park has developed a completely distinctive concept of presentation, which will open a new dimension in human knowledge and understanding of the undersea world and its inhabitants.

This accomplishment will result from the training and exhibition of undersea amphibious species in presentations illustrating their intelligence, adaptability, and personality traits, which have never before been projected effectively to human audiences. The result will be both educational and entertaining, with appeal to all age groups of Marine Park's guests.

2. CHARACTERISTICS

In its architectural characteristics, Marine Park will be of a contemporary design, with carefully planned utilization of color, lighting, landscaping and other effects to induce a hospitable and stimulating atmosphere for its visitors.

Its refreshment and merchandise operations will offer an ample selection of light food and snacks together with all types of dairy and soft drink products. Such services will be further characterized by their cleanliness, attractive appearance, and a planned reputation for value and quality. The merchandise offered will be unique in

The Vision





ANHEUSER-BUSCH



ADVENTURE PARKS

**BUSCH ENTERTAINMENT
CORPORATION**

One of the Anheuser-Busch Companies





Blackstone

SEAWORLD PARKS & ENTERTAINMENT



AQUATICA



Busch
GARDENS





Blending Two Worlds

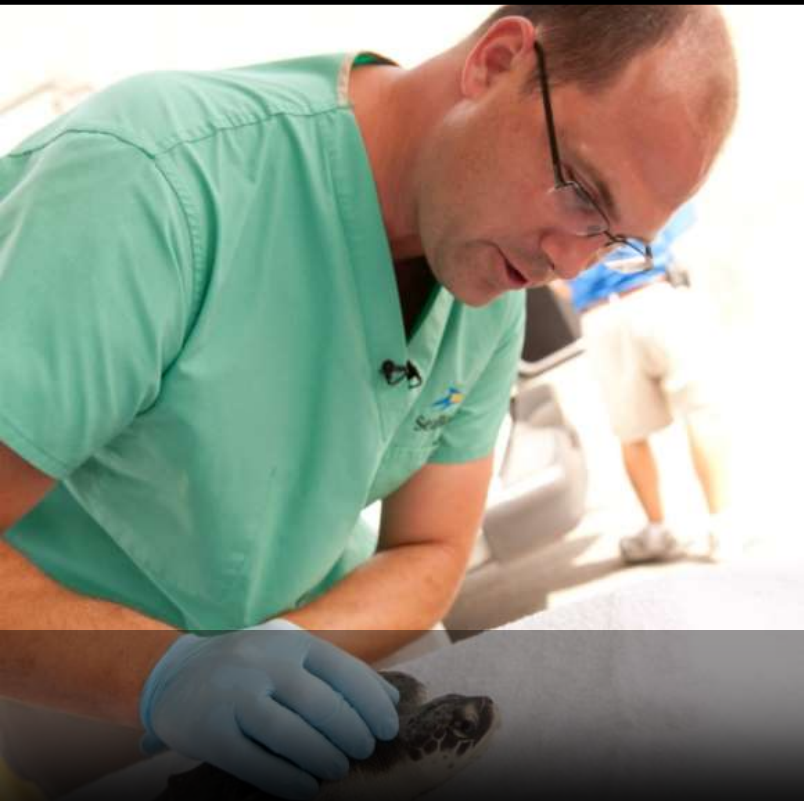


Animal Care and Zoological Operations









Dedicated Zoological Professionals



Leaders in Wildlife Rescue, Rehabilitation and Release





Parker
2520

↑ LIVE ANIMALS THIS SIDE UP ↑


SeaWorld
ADVENTURE PARK

YAMAHA

YAMAHA
Saltwater series



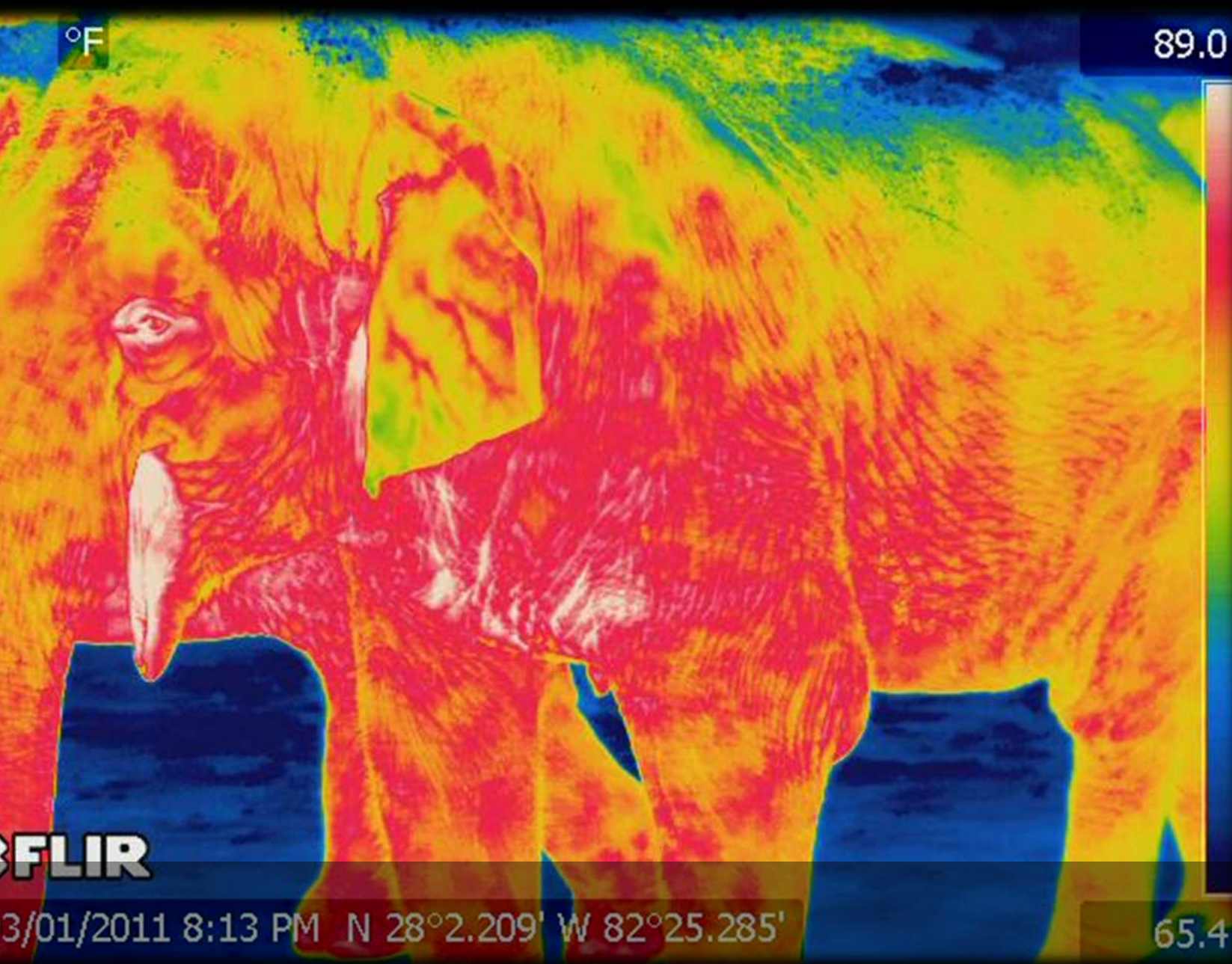


Making a Difference in the World





Hubbs-SeaWorld Research Institute



Sharing Scientific Knowledge



Educating







Inspiring



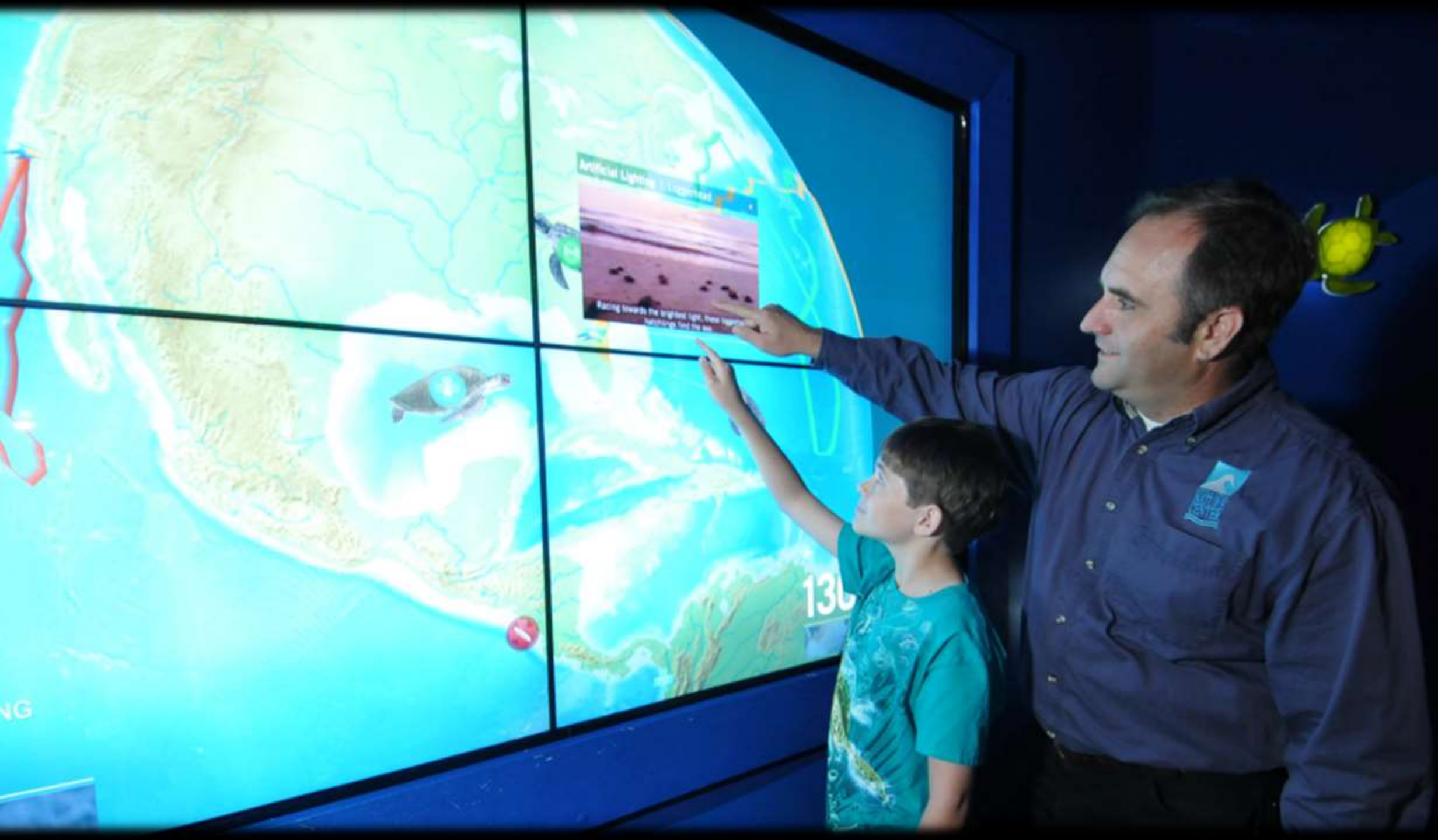






Innovating

hawkbill sea turtle



Artificial Lighting



Racing towards the brightest light, these sea turtles...

130

NG



A NEW EPIC ADVENTURE FROM AWARD-WINNING DIRECTOR NICK STRINGER



SeaWorld Pictures Presents

TURTLE: THE INCREDIBLE JOURNEY

AVAILABLE IN 3D AT SELECTED LOCATIONS

SEAWORLD PICTURES Presents "Turtle: The Incredible Journey"
In Association with ERIC PARKINSON and FRED SREFF for HANNOVER HOUSE,
SELA, INDIA, MTN Movies, FILMGARSO and the SAFE OUR SEAS FOUNDATION
Narrated by MIDANDA RICHARDSON * Edited By SEAN BARTON, RICHARD WILKINSON * Music By HENNING LOHNER
Cinematography By BORY McGUINNESS * Written By MELANIE FINN * Executive Producers CHRIS CLARK, ZORIANA INGOTT, MIKE TIMS
Co-Producers SOLVEIG LANGELAND, KATHARINA BOGENBERGER, BEATRIX WESLE, HELMUT WIEBER, THOMAS SPOMGER, HELMUT GRASSER
Produced By SAM TAYLOR, MIKE DOWNEY, SARAH CUNLIFFE * Directed By NICK STRINGER



VIEW THE TRAILER & REGISTER FOR FREE MERCHANDISE AT:
www.Turtle-Film.com

This Film Is Not Yet Rated



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Engaging Consumers in New Ways



Responsible Business Management



Energy Management



Water Conservation



Reduce, Reuse, Recycle



Sustainable Seafood Initiatives



Investing in our Future





SEAWORLD'S
ANTARCTICA



EMPIRE OF THE PENGUIN



2013



deep down

SEAWORLD PARKS & ENTERTAINMENT



AQUATICA



Busch
GARDENS.

