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## SPONSORSHIP NEWS

### SeaWorld Parks & Entertainment Expands Partnership With Bad Boy Mowers August 14, 2012:

ORLANDO, Fla. – SeaWorld Parks & Entertainment is expanding its partnership with Bad Boy Mowers to the theme park company's attractions nationwide. Already the official lawnmower company for SeaWorld Orlando and Busch Gardens Tampa Bay, Bad Boy Mowers will now include SeaWorld San Antonio, Busch Gardens Williamsburg and Sesame Place in Langhorne, Pa.

Bad Boy Mowers' user-friendly equipment and accessories will play an integral role in the maintenance of the parks' combined 1,300 acres of beautiful gardens and lush landscaping, including the wide-open expanse of Busch Gardens Tampa Bay's Serengeti Plain. At each park the grounds are expertly maintained by their teams of horticulture experts.

The landscaping efforts have been recognized nationally. Busch Gardens Williamsburg has been named the "Most Beautiful Park" by the National Amusement Park Historical Association for 22 consecutive years.

About SeaWorld Parks & Entertainment

SeaWorld Parks & Entertainment inspires millions to celebrate, connect, and care for the natural world through the power of entertainment. The company is best known for its 10 U.S. theme parks including SeaWorld, Busch Gardens and Sesame Place, and also recently expanded into new entertainment enterprises to connect people to nature through consumer products, movies, television, digital media and more.

Within the last year, the company has launched several new initiatives that create new entertainment content for kids and families, including the new SeaWorld Pictures division, the "Sea Rescue" wildlife rescue TV series airing on ABC stations nationwide, and several new consumer product lines. SeaWorld Parks & Entertainment offers rich content for these programs including one of the world's largest zoological collections, world-class shows and rides, high-quality themed attractions, one of the world's most active animal rescue and rehabilitation programs and support for conservation and wildlife research worldwide.

About Bad Boy Mowers

Bad Boy, Inc. is proud to be a part of the great family-friendly tradition of SeaWorld and Busch Gardens. Founded in 1998, and since the first mower made, the company's goal has been the same: Build a better mower for a better value. It's been the dogged pursuit of that vision that has firmly established Bad Boy's reputation for reliability, power and durability. From our patented Swing-Away design to our legendary build strength, Bad Boy's innovation, attention to quality and value has rapidly earned respect throughout the power equipment industry. With our unique 5-Point Advantage, every Bad Boy mower is designed to be easy to operate, easy to maintain, and last for years with its ruggedness, power and reliability.

Fast becoming the largest zero-turn mower manufacturer in the country, every mower is built by skilled craftsmen utilizing the latest manufacturing equipment in the heart of the Ozark Mountains in Arkansas. Bad Boy Mowers' family of front office employees to assembly line and sales professionals operate from more than 650,000 square feet of buildings with an additional 150,000 square feet coming online in the fall of 2012.

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