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MEDIA RELEASE

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Wild Adventures Opens 2012 Season with More than 300 Updates and Additions

Season Begins March 17 with Focus on Guest Comfort

Valdosta, GA – Wild Adventures Theme Park (WA) opens for the 2012 season, **Saturday, March 17**, with more guest comforts than ever before. The park has invested nearly one million dollars to provide hundreds of updates and additions throughout the park to enhance the overall guest experience. Park updates include new animal shows, food, restrooms, seating, shade and Splash Island Water Park updates.

"We are a regional park with a strong season pass base, so we understand the importance of creating a wonderful experience for guests to return to again and again. That is why we are focusing on elements that will enhance the guest experience," said Vice President and General Manager Greg Charbeneau. "This season we have elevated the guest experience by adding more than 300 elements around the park to make it more fun, relaxing and cooler. We are looking forward to welcoming our guests back for the 2012 season to see all of the hard work our team has put into the park. I personally can't wait to watch the guests have a great time."

Two Extreme and Interactive Entertainment Additions

WA maintains its tradition of providing an adventure in entertainment and this year proves to be no different with two new animal shows. The 2012 season begins with **Do You Zoo?**, a comedy-packed interactive game show inspired by animals. Guests will have the opportunity to meet some of the park's exotic animals, such as an Indian crested porcupine, exotic birds and a fennec fox while engaging in educational games based on animals' natural adaptations. Do You Zoo? begins Saturday, March 17.

Creature Feature Extreme takes guests' favorite moments from the beloved Creature Feature show and turns up the volume. This updated show features Chris Hart and a cast of the most misunderstood animals on the planet - spiders, snakes, turtles and alligators. Creature Feature Extreme is a family-friendly, educational experience that seeks to uncover the truth of these untamed creatures in an edge-of-your-seat, adventure show. Creature Feature Extreme begins in May.

Five New Adventures in Eating

The upcoming season offers an adventure in eating for guests with a variety of new food options. Southern favorite, chicken and waffles, make their way to the park along with alligator bites and seafood kickers at Typhoon Grill, formerly known as Doc Holliday's. For guests with a sweet tooth, the park offers homemade fried cheesecake and the bizarre, but delicious, chocolate covered french fries.

100 More Places to Sit and Stay Cool

Park guests will enjoy the extra seating and shade in the park for the 2012 season. A new garden area with extra seating and shade keeps guests cool while enjoying the park and seating for an additional 100 guests throughout the hard park provide a convenient place to rest. The popular pop jet water feature at front of the park gets even cooler with a shade canopy for those playing in the water or sitting nearby.

Three Coaster Makeovers

Three of the park's largest coasters received a fresh coat of paint, just in time for the start of the season. Go Bananas and Boomerang brighten up with a coat of the same colors as before, while Twisted Typhoon, formerly known as Hangman, receives an all new color scheme. Guests will feel like they are on a new coaster when they ride Twisted Typhoon with its new green and blue colors.

Three New and Renovated Accommodations for Guests and Mothers

Focusing on guest comfort, WA replaces and updates restroom facilities as well as offers mothers a quiet place to rest with their small child. Guests can find new restrooms located next to the Whirling Wildcats ride and updated facilities for women beside the All-Star Amphitheatre. Mothers with small children will enjoy the new Nursing Mother's Center.

250 More Comforts in Splash Island

Enhanced guest comfort extends to the water park in 2012 with the addition of five cabanas in Cabana Village, additional seating and shade to accommodate 250 guests and more guest lockers. Paradise River also gets a makeover with waterfalls and rock formations, creating an interactive water experience. Splash Island opens for the 2012 season Saturday, April 14 and is included with park admission or a 2012 Season Pass.

16 Family-Friendly Musical Comforts

WA promises families a variety of musical entertainment from April to August with an all-star line-up including concert performances in the rock, pop, country, Christian and R&B genres. Most recently added to the concert lineup is legendary rock group, **Boston**, Grammy-nominated sibling trio, **The Band Perry**, and multi-platinum-selling country duo, **Sugarland**. General concert entry is included with park admission or a 2012 Season Pass.

2012 Concert Schedule

April 14	Newsboys and Anthem Lights
April 21	Thompson Square
May 5	NEEDTOBREATHE and Ben Rector
May 12	Kutless

May 26	The Band Perry
June 2	Styx
June 16	Sanctus Real
June 23	Charlie Wilson and Chrisette Michele
June 30	BOSTON
July 7	Mandisa
July 21	World Classic Rockers
July 28	Sugarland
August 11	Skillet

*All performers and dates are subject to change due to circumstances beyond the park's control.

Reserved concert seats are an additional cost and are available for purchase online at wildadventures.com, by phone at 229-219-7080 or at the park. Park admission is required.

Season Pass Provides Unlimited Adventures

The best way for guest to experience thrill rides, hundreds of exotic animals, Splash Island with a million gallons of fun and a season full of all-star concerts is with a 2012 Season Pass. Season passes are on-sale now at www.wildadventures.com, starting at \$69.99. For \$20 more, a Gold Season Pass includes free parking (a \$10 value per visit), miniature golf, go-karts and discounts on food and merchandise. General park admission is also available for purchase. Adult tickets are \$45.99, children (ages 3-9) and seniors (55 and older) are \$40.99. Prices do not include tax.

Wild Adventures Theme Park is a 170-acre theme park, water park, and animal park all in one place for less located in Valdosta, Georgia. The park features one of the largest ride collections in the South, hundreds of exotic animals, Splash Island Water Park, the region's largest water park, shows, festivals and all-star concerts. The park is owned and operated by Herschend Family Entertainment (HFE), a company specializing in family entertainment. For more than half a century, HFE has owned, operated or partnered in 26 properties across ten states, including Branson, Missouri's Silver Dollar City; operating partner with Dolly Parton in Tennessee's Dollywood and Dollywood's Splash Country; operating partner in Atlanta's Stone Mountain Park and owners of Ride the Ducks amphibious tours in six cities.

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