

SEAWORLD® KICKS OFF HOWL-O-SCREAM® WITH ALL-NEW SEA LION SHOW

SAN ANTONIO (Sept. 21, 2012) – SeaWorld® San Antonio is ready to provide some frightening new fun during **Howl-O-Scream®**, an annual park-wide transformation for Halloween during weekends in October. Young guests can enjoy spooky fun *new* shows and attractions for the whole family. When the sun sets at 6 p.m. family thrills become spine-tingling chills! SeaWorld's® Halloween features a variety of sideshows, traveling acts, characters and other fun Halloween-themed experiences.

SeaWorld is kicking off Howl-O-Scream® this year with an all-new sea lion show. **Clyde and Seamore's Monster Mixup** features California sea lions, Asian small-clawed otters and zany characters. This is the story of a mad scientist who is attempting to create a super monster by combining the brains of Clyde and Seamore. This fast-paced comedy is sure to delightfully terrify audiences of all ages!

SeaWorld's resident pumpkin head, Jack-O-Lantern, is back this year with a revamped show. The Howl-O-Scream® experience is complete with the *new Jack is Back*. This redesigned show features Jack, along with his minion dancers and more than a few ghoulish surprises in this song and dance spectacular.

For a kid-friendly adventure, parents can bring the kids to **FantaSea**, where magical creatures and unbelievable sights all combine to create a unique experience for young guests. Kids can also do a bit of trick-or-treating as they walk through *FantaSea*, where they will receive candy and other ghoulish goodies.

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SeaWorld's Howl-O-Scream® offers a variety of dining experiences. Parents and kids alike can start off the day with a hearty meal in the company of their favorite Sesame Street characters during **Count von Count's Spooktacular Breakfast**. Parents can also bring the kids to the **Pumpkin Patch Picnic**, where they will pick and decorate their own pumpkin, then enjoy a delicious barbeque lunch prepared by SeaWorld's® very own chefs. For a scarier feast, guests can participate in **Dine with Jack**. Everyone's favorite Howl-O-Scream® rock star, Jack, will make an appearance at this dining experience. Each group will receive a picture with Jack, Quick Queue passes to the mazes in addition to reserved seating at *Shamu's Rockin' Creep Show* and *Monster Stomp*.

To experience Howl-O-Scream VIP style, guests can participate in the **Face Your Fears Tour**. The tour includes a walk-through of *Jack's Nightmare Forest*, a Halloween make-up demonstration, a meet and greet with members of the cast of *Monster Stomp*. Participants will also receive Quick Queue passes for front-of-line access to *Den of the Departed*, *Jack's Nightmare Forest* and *Jack's S.O.S. Maze*, in addition to reserved seating at *Clyde and Seamore's Monster Mixup*, *Monster Stomp* and *Shamu's Rockin' Creep Show*.

At sunset, Jack's door is open for guests to take a peek into **Den of the Departed**; his haunted dwelling located next to Penguin Encounter® various other **Scare Zones** throughout the park. For the very brave, a trip through **Jack's Nightmare Forest** is sure to make for a frightfully startling adventure in the dark. *Jack's Nightmare Forest* will also feature "family-friendly" times, which will give families with young children a chance to walk through a less-scary version of the forest. Regular operation of the forest will begin at 6 p.m. ("*witching hour*") and continue until the park closes.

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Howl-O-Scream® is not complete without returning favorite shows like ***Shamu's Rockin' Creepshow***. This year, *Shamu's Rockin' Creep Show* is revamped and supercharged. Shamu® and companion killer whales are part of the celebration each evening during this special killer whale show just for Halloween featuring spooky graphics and special effects. Then, guests can join the singing, dancing and drumming zombies of ***Monster Stomp*** as they make some noise, once again on Howl Island.

Beware of Jack! The pumpkin head arises in October to haunt visitors with his sinister laugh and mischievous pranks. Jack is responsible for some eerie happenings around the park. Guests can follow him during all of his frightening adventures on SeaWorld® San Antonio's Facebook account www.facebook.com/SeaWorldSanAntonio and Jack's Twitter account @JackReturns.

SeaWorld® is celebrating Halloween on select days from September 28- October 28. The park opens at 10 a.m. each day and closes at 11 p.m. on Fridays and Saturdays and 9 p.m. on Sundays.

Through the end of 2012, when SeaWorld® San Antonio guests pay for a day, they get this fall and next year free with a 2013 Fun Card. SeaWorld's® Fun Card provides guests with unlimited visits to the park for the price of a one-day admission ticket. The park will offer an upgrade to the 2013 "Fall for Free" Fun Card which will include unlimited admission to its new water park, Aquatica™ San Antonio. Fun Cards can be purchased online at www.seaworld.com or by calling (800) 700-7786.

About SeaWorld Parks & Entertainment

SeaWorld Parks & Entertainment inspires millions, through the power of entertainment, to celebrate, connect with and care for the natural world. The Company has been creating innovative entertainment experiences that blend imagination with nature for more than 50 years and is best known for its 11 U.S. theme parks, attractions that hosted more than 24 million guests in 2012 and include the beloved SeaWorld[®], Busch Gardens[®] and Sesame Place[®] brands. The parks offer guests a variety of up-close experiences, from animal encounters that invite exploration and appreciation of the natural world, to thrilling rides and spectacular shows. In 2011 SeaWorld Parks & Entertainment began expanding its popular brands into media and entertainment platforms to connect people to nature and animals through movies, television, and digital media; plus began developing new lines of licensed consumer products.

SeaWorld Parks & Entertainment is one of the world's foremost zoological organizations and a global leader in animal welfare, training, husbandry and veterinary care. The Company maintains one of the largest animal collections in the world and has helped lead advances in the care of species in zoological facilities and in the conservation of wild populations. SeaWorld Parks & Entertainment also operates one of the world's most respected programs to rescue, rehabilitate and return to the ocean marine animals that are ill, injured and orphaned. The SeaWorld[®] rescue team has helped more than 22,000 animals in need over the last four decades.

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SeaWorld Parks & Entertainment employs more than 21,000 people nationwide.

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