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SEAWORLD® HOSTS THIRD ANNUAL "RUN FOR THE FUND"

To benefit the SeaWorld & Busch Gardens Conservation Fund

SAN ANTONIO (August 3, 2012) – More than 1,000 participants will sprint, jog or walk past sea lions, dolphins, wild birds and reptiles at SeaWorld® San Antonio's third annual *Run for the Fund* on Saturday, October 6. Free admission to SeaWorld® is included with registration to the race.

All of the event's proceeds are donated to the SeaWorld & Busch Gardens Conservation Fund, which has granted more than $9 million to protect wildlife and wild places. Last year, the run generated more than $28,000 which supported the restoration of marsh grass in Texas' Galveston Bay, manatee conservation in the Amazon and much more.

Participants will receive free admission into SeaWorld® on race day by registering for a 5K, 10K or Family Fun Walk. There is a $35 registration fee for each participant. The race begins at 8 a.m. In addition to free admission to the park on race day, the registration fee includes a pre-race packet with special offers and discounts. Participants who register by September 6 will also receive a *Run for the Fund* T-shirt. After September 6, the registration fee will cost $45 for 5K and 10K runners.

The run/walk is situated on the scenic grounds of SeaWorld® and will lead participants past numerous animal encounter zones provided by SeaWorld's® Animal Ambassador Team. Plus, the fun doesn't end after the race; every participant will get to enjoy the after-race festivities and a special presentation at Beluga Stadium.

Registration is available now online at http://seaworldparks.com/runforthefund. Launched in 2003, The Conservation Fund was created to provide guests with an easy, direct way to get involved and make a difference in wildlife conservation. While the fund itself is relatively new, the parks have contributed more than $25 million to wildlife conservation since 1970. The fund focuses its resources in four strategic areas: Species Research, Habitat Protection, Animal Rescue and Rehabilitation, and Conservation Education.

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.

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

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