

SEAWORLD PARKS & ENTERTAINMENT



Vacationers with Food Allergies Now Have New and Personalized Dining Options at SeaWorld[®], Busch Gardens[®] and Sesame Place[®] Parks

Orlando, Fla. (October 10, 2012) - As many as 15 million Americans suffer from a food allergy. SeaWorld Parks & Entertainment has introduced this fall a new line of allergy-friendly dining initiatives for guests at its 10 parks including SeaWorld[®], Busch Gardens[®] and Sesame Place[®]. These initiatives range from personalized service to new menu options.

“We serve millions of guests each year and are committed to provide each a great experience. For families with allergen concerns, we understand how challenging it can be to safely dine out, especially while on vacation,” said Jim Atchison, President and Chief Executive Officer of SeaWorld Parks & Entertainment[®]. “Our new initiatives ‘serve up’ a family experience that everyone can enjoy.”

The company partnered with the [Food Allergy & Anaphylaxis Network](#) (FAAN[™]) to educate and train more than 6,000 culinary employees to assist guests with allergen needs. With more than 22,000 members worldwide, FAAN is a trusted source of information, programs, and resources related to food allergy and anaphylaxis.

The new initiatives include:

- Increased personal attention to ensure the safety of each meal. Park restaurant managers and supervisors will work one-on-one with guests and oversee the preparation of each allergen-friendly meal from start to finish. “[Chef Cards](#),” filled out in advance by guests to outline the foods to avoid, are handed to a chef before the preparation of the meal.
- All park restaurants are equipped and trained to take care of guests with allergen needs.
- More menu options, ranging from gluten-free pizza to an allergen-friendly Shamu-shaped chocolate bar, enhance the experience for dining guests. For those on the go, the parks also provide prepackaged snacks such as cookies from companies that specialize in allergen-friendly foods including Divvies and Gluten Free to Go.
- To help guests plan, detailed information on allergen-friendly services and helpful safety tips can be found online at each [park’s web site](#). Guests can also download the Chef Cards and fill it out prior to their visit. At the parks, in-park educational handouts are available.

“We commend SeaWorld Parks & Entertainment[®] for implementing a comprehensive food allergy training program, which we were pleased to help carry out,” said John Lehr, FAAN’s Chief Executive Officer. “Families often exhaustively research vacation options that will keep their loved ones with food allergies safe. SeaWorld[®] has taken extra steps to educate its employees about the risks that families managing food allergies face on a daily basis.”

For more information on the parks’ allergen-free efforts visit www.seaworld.com, www.buschgardens.com and www.sesameplace.com. For additional resources about food allergies from FAAN, visit www.foodallergy.org.

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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