

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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PHOTOS AVAILABE UPON REQUEST



Shipwreck Island Waterpark at Adventure Landing Opens for the 2009 Season This Friday!

JACKSONVILLE BEACH, FL – Adventure Landing’s showcase attraction, Shipwreck Island Waterpark, will open for the 2009 season this Friday, March 27th, and remain open daily through April 5th for Duval County’s Spring Break (weather permitting). Then the waterpark will remain open weekends until May 22, when the park re-opens daily for the season.

Last year, Shipwreck Island at Adventure Landing had record-breaking attendance levels. Over 153,000 guests enjoyed the waterpark, and season passes grew over 20% from the prior year. “The economy hasn’t affected our waterpark business as much as other waterparks that are more destination-oriented,” explains Lee Hovis, General Manager. “Since more people are staying closer to home and not spending as much on entertainment, this has actually been a positive for us. We are very affordable and provide lots of opportunities for further discounts by offering coupons in several publications, direct mail and online. We also have discounted waterpark promotions throughout the season, like our Family Swim Nights and NiteSplash.”

A complete operating schedule can be found on Adventure Landing’s website at <http://www.adventurelanding.com/jaxbeach/wp/calender.html>.

Over 150 lifeguards have been hired, who have all taken a state-of-the-art, rigorous life safety training course provided by the American Red Cross. During the park’s peak season (June, July and August), Adventure Landing will employ 350 people.

Shipwreck Island Waterpark also consists of the following attractions:

The Undertow: Added last season, The Undertow is a two-person raft ride with multiple twists and turns

The Pirate’s Play Village: This three-story, interactive water play area has 12 slides, nozzles that squirt and spray water, waterfalls and lots of nooks and crannies for exploring.

The Rage: This uphill water-coaster was the first of its kind in Northern Florida. Thousands of gallons of water propel the rider up to 18 MPH!

The Hydro Halfpipe: A water thrill ride reaching 35 feet. Just like the skater’s halfpipe, but on water!

The Eye of the Storm: This extreme body slide rises over 40 feet, and riders are challenged to see how many revolutions they can make before dropping into 8 feet of water.

The Wave Pool: Over 500,000 gallons of fun with 3-4 foot waves

The Lil' St. John's River: Single and double tubes float along the 720 feet of river at a relaxing 5 miles per hour, allowing riders to view much of the action happening at Shipwreck Island.

Kiddie Cove: This area is designed to entertain toddlers, featuring two small slides.

PRICING:

Adventure Landing is a "pay as you play" facility for its year-round attractions (gokarts, miniature golf, laser tag, batting cages, Wacky Worm Roller Coaster, arcade games). Waterparks guests can pay for a daily admission or purchase a season pass to Shipwreck Island. The cost of a daily admission to the waterpark is \$27.99 for persons 43" and taller, \$23.99 for persons under 42" and free for persons 3 and under. Waterpark Season Passes, which allows passholders admission all summer long, cost \$99.99, but until March 31, the price is \$79.99.

LOCATION:

Adventure Landing is located at 1944 Beach Boulevard, Jacksonville Beach (Approximately ¼ mile east of the Intracoastal Waterway and nineteen blocks from the beach).

Hank Woodburn, one of Adventure Landing's original founders and current owner, built the first Adventure Landing fourteen years ago in Jacksonville Beach with plans to expand his concept. Currently there are three locations in New York, one in Dallas, three in Florida and three in North Carolina, and there are still plans to grow the group of parks and expand existing locations.

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