

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Shipwreck Island Waterpark at Adventure Landing Opens for the 2007 Season!

JACKSONVILLE BEACH, FL – Adventure Landing’s showcase attraction, Shipwreck Island Waterpark, is now open weekends until Memorial Day Weekend. On May 25, the park will open daily September 4. Last year, over 130,000 guests enjoy Shipwreck Island Waterpark at Adventure Landing. This year Adventure Landing anticipates at least a 20% growth in attendance.

\$250,000.00 has been spent on upgrades and renovations, including a \$75,000 liner system. A plastic, blue liner has been adhered to the Lil’ St. John’s Lazy River, making a much-improved, smoother surface. Other improvements include upgraded food service and products, additional benefits for season passholders, and also a new gift shop.

Over 150 lifeguards have been hired, and they have all taken a new, 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 consists of the following attractions:

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 \$25.99 for persons 43” and taller, \$21.99 for persons under 42” and free for persons 3 and under. Waterpark Season Passes, which allows passholders admission all summer long, cost \$129.99 and \$99.99 for each additional pass.

DISCOUNTED PROGRAMS:

Shipwreck Island also features daily, weekly and seasonal specials. Each day that the waterpark is open, guests can enjoy NITE SPLASH, a discounted admission, \$15.95, offered between 3pm – close.

FRIDAY FAMILY SWIM NIGHTS have become a tradition for Shipwreck Island Waterpark. Each Friday families can enjoy the waterpark from 7:30-11:30pm for \$10.99 per person. Adventure Landing requires that there are no parents allowed without kids, and no kids allowed without parents!!! FRIDAY FAMILY SWIM NIGHTS are truly a family event.

RED, WHITE AND BLUE THURSDAYS will begin on May 31st. Every Thursday night from 5-8pm, waterpark guests can enjoy an \$8 admission each

Adventure Landing also offers KIDS PLAY DAYS. Kids Play Days begin Monday through Fridays May 1 – 25 from 10-3pm. This program is designed for toddlers and their moms and/or dads. Guests can enjoy the Pirate’s Play Village and the Lil’ St. John’s Lazy River for only \$8 per person.

LOCATION:

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

TOP FAMILY ENTERTAINMENT CENTER OF THE WORLD:

Adventure Landing has been recognized as the Amusement Industry’s TOP FAMILY ENTERTAINMENT CENTERS (FEC’s) OF THE WORLD by IAAPA (International Association of Amusement Parks & Attractions) for 2005 and 2003.

The criteria for the TOP FEC’S OF THE WORLD AWARD is based on operational standards, marketing strategies and staying current and/or on the leading edge of industry trends. Adventure Landing is considered unique in the industry because it operates a year-round facility that appeals to the local market and a seasonal, destination-based (as well as local-market) attraction, Shipwreck Island Waterpark.

Hank Woodburn, one of Adventure Landing’s original founders and current owner, built the first Adventure Landing twelve years ago in Jacksonville Beach with plans to expand his concept. Currently there are three locations in New York, one in Dallas, two in Florida and three in North Carolina, and there are still plans to grow the group of parks and expand existing locations. Several potential sites for new locations are currently being considered.