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Herschend Family Entertainment Acquires Controlling Interest in Adventure & Newport Aquariums from Steiner + Associates

November 30, 2007, Norcross, GA -- Herschend Family Entertainment Corporation (HFE) today confirmed the company has joined the management and ownership of sister aquariums operated by Steiner + Associates -- Adventure Aquarium in Camden, New Jersey, across the river from downtown Philadelphia, and Newport Aquarium in Newport, Kentucky, across the river from downtown Cincinnati. Joel Manby, chief executive officer, HFE, made the announcement.

"For nearly half a century, HFE has successfully operated theme parks and attractions throughout the U.S. Given the broad appeal of animals, and our desire to create experiences that can be shared by the entire family, these aquariums are a nice fit for Herschend," said Manby. "We will operate business

as usual, with a focus on making the operating transition as smooth and transparent as possible for the Aquariums' guests and employees."

"HFE has a proven track record and we are confident they will continue to expand upon the success of the aquariums, which we are proud to say have both enjoyed yearly attendance growth and consistent profitability since opening," said Yaromir Steiner, CEO of Steiner + Associates, former operating partner for both aquariums and continued minority investor in Adventure Aquarium.

Dudley Taft, one of the founding partners of the Newport Aquarium, will continue as a minority investor there, while Steiner + Associates will continue as a minority investor in Adventure Aquarium.

Adventure Aquarium (www.adventureaquarium.com) on the Camden Waterfront features nearly 200,000 square feet of sea life and wildlife. In addition to hands-on, up close and interactive encounters with sea creatures like sharks, sea turtles and seals, the aquarium features a diverse array of animals including hippopotamuses, porcupines and over 20 species of African birds in a free-flight aviary. Adventure Aquarium opened May 2005, and is located on the Delaware River.

Newport Aquarium (www.newportaquarium.com) showcases thousands of animals from around the world in a million gallons of water. This state-of-the-art facility was named the No. 1 aquarium in the Midwest in the Zagat Survey's U.S. Family Travel Guide in 2004 and the Best Rainy Day Outing in 2006 in *Cincinnati Family Magazine*. Situated on the Ohio River, the Newport Aquarium opened in May 1999 and today is part of Newport on the Levee, a complex offering a mixture of restaurants, shopping and entertainment.

Both aquariums are accredited members of the Association of Zoos and Aquariums (AZA), a leader in global wildlife conservation.

HFE will assume day-to-day aquarium operations including overseeing nearly 300 full-time and part-time employees. In Philadelphia, HFE already owns and operates the Ride The Ducks amphibious tour.

Herschend Family Entertainment Corporation (HFE) owns, operates or partners in 18 properties in seven states. Properties include Branson, Missouri's *Silver Dollar City* theme park, *Showboat Branson Belle* lake attraction, *White Water* water park, *Talking Rocks Cavern*, *The Wilderness at Silver Dollar City* campground and *Celebration City* theme park. HFE is an operating partner with Dolly Parton in the Dollywood Company, which owns the *Dollywood* theme park and *Dollywood's*

Splash Country water park, both in Pigeon Forge, Tennessee. The *Dollywood Company* is also the largest shareholder in the *Dixie Stampede* dinner attractions located in Branson, Pigeon Forge, Myrtle Beach and Orlando. In Georgia, HFE operates Atlanta's *Stone Mountain Park* in conjunction with the State of Georgia, and owns *Wild Adventures Theme Park* in Valdosta. HFE owns *Ride The Ducks* amphibious tours in Branson, Baltimore and Philadelphia, and *Ride The Ducks* is also an attraction at Stone Mountain Park in Atlanta. Since the company was founded in the early 1960s, the many properties have been internationally awarded numerous times for excellence in theme, presentation and operations, including the worldwide *Applause Award* for excellence and the *THEA Award (Themed Entertainment Association)*.

Open from 9:30 a.m. to 5:00 p.m. daily, *Adventure Aquarium*, located on the Camden Waterfront, features nearly 200,000 square feet of sea life and wildlife. Visitors will be in for an adventure of a lifetime as they visit the West African River Experience featuring hippopotamuses, crocodiles, porcupines and over 20 species of African birds in a free-flight aviary; surround themselves with sharks in a suspended 40-foot walk-through tunnel; explore the wonders of the deep sea in the Jules Verne Gallery; and even have an once-in-a-lifetime opportunity to "Swim with the Sharks." Like its sister aquarium, Newport Aquarium, located at Newport on the Levee in Newport, KY, Adventure Aquarium is an accredited member of the American Zoological and Aquarium Association. Admission is \$17.95 for adults and \$14.95 for children ages 2-12

COME AND SEE ADVENTURE AQUARIUM'S LATEST ARRIVALS! THE RARE AND MYSTERIOUS SHARK RAYS!

Visit www.AdventureAquarium.com for details!

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