

NEWS RELEASE

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Adventure Landing Celebrates Fifteen Years Providing Family-style, Affordable Fun

Jacksonville Beach, FL- This year marks the 15th anniversary of the First Coast's premier family fun park, Adventure Landing. Adventure Landing is a group of ten family entertainment centers featuring unique combinations of attractions at each location. Attractions include miniature golf, go-karts, laser tag, batting cages, bumper boats, Teddy Bear Factories and arcades. Each location specializes in birthday parties and group outings. Adventure Landing's location in Jacksonville Beach, FL, is also home to Shipwreck Island Waterpark, a seasonal attraction offering mild to wild waterslides, a 500,000 gallon wavepool and a lazy river. Adventure Landing has locations in Florida, North Carolina, New York and Texas, with its home office in Jacksonville Beach.

Giveaway-A-Day Celebration

To celebrate their anniversary, Adventure Landing is giving away a prize every day in 2010 at each location. Over \$63,000 worth of game tokens, attraction passes and birthday parties will be given out to 3650 winners over the course of the year.

Qualifiers must already be a member or join Adventure Landing's Adventure Club. Adventure Club members receive exclusive discounts and notifications on upcoming events and promotions. People can join the Adventure Club by signing up on the website, <http://www.adventurelanding.com> or at any Adventure Landing location.

Adventure Landing History

Adventure Landing's first location opened in Jacksonville Beach in 1995, which was owned by Hank Woodburn and Chip Linville. Hank and Chip were fraternity brothers and good friends at East Carolina. Upon graduation, both gained their experience in the family entertainment center business with Putt-Putt Golf Courses of America. Over the years, Woodburn and Linville owned or leased and operated Putt-Putt franchises throughout the East. Eventually, they agreed that they could launch their own brand of family entertainment centers. They chose Jacksonville Beach as their premier location.

Today, Adventure Landing is still owned and managed by Woodburn along with his partners Steve Nichols of Orlando, Allan Steinberg of Buffalo, NY and Pat Gattuso who resides in Texas.

Timeline

- 1995 Adventure Landing premiers in Jacksonville Beach
First Laser tag facility in Jacksonville
Shipwreck Island Waterpark opens at Adventure Landing, featuring Pirates Play Village and The Rage, one of only 4 uphill water coasters in the world!
- 1997 Putt-Putt Golf & Games facilities converted to Adventure Landing in Raleigh, NC, Jacksonville, FL (Blanding Blvd.) and Dallas, TX
- 1997 Treasure Lagoon Wavepool added to Shipwreck Island Waterpark - 500,000 gallons of wavy fun!
- 2002 Hydro half pipe water thrill ride added to Shipwreck Island Waterpark
- 2003 Eye of the Storm waterslide thrill ride opens at Shipwreck Island Waterpark
- 2004 Putt-Putt Golf & Games facilities converted to Adventure Landing in Buffalo, NY, Greece, NY and Gastonia, NC
- 2005 Wacky Worm Roller Coaster added to Jacksonville Beach Location
- 2006 Adventure Landing opens location in Winston-Salem, NC
- 2007 Adventure Landing adds Teddy Bear Factories to Buffalo, Rochester, Jacksonville Beach, Gastonia and Dallas locations.
- 2008 The Undertow waterslide thrill ride opens at Shipwreck Island Waterpark
- 2009 Adventure Landing opens location in St. Augustine, FL

Community Contributions

Since 1995, millions of people have been to an Adventure Landing. Since inception, Adventure Landing has hosted over 100,000 birthday parties, 250,000 group outings and over 160,000 people visit Shipwreck Island Waterpark each year!

Not only does Adventure Landing provide lasting memories and fun, the organization has donated hundreds of thousands of dollars worth of parties, attraction tickets and group outings to charities, schools and to organizations' fundraisers. Adventure Landing also hosts fundraisers of their own including annual egg hunts at each location. In addition, Adventure Landing offers school reward programs and school and civic organization "fun"raising programs.

Adventure Landing has provided thousands of jobs for each community that Adventure Landing is located in. Many people have enjoyed long-term careers with the company as well as part-time hourly work. Adventure Landing employs up to 700 people company-wide each summer during its peak season.

Adventure Landing has always been coupon-driven, which has become an important factor in providing value for its guests. With more competition than ever before, as well as a factors caused by the economy, Adventure Landing's coupon-driven philosophy has helped the company retain its customers and share of the entertainment dollar throughout the years.

Industry Leader

IAAPA, the International Association of Amusement Parks and Attractions, has honored Adventure Landing with its Top FEC (family entertainment center) of the World Award in 2003 and 2005. IAAPA is the largest international trade association for permanently situated amusement facilities worldwide and is dedicated to the preservation and prosperity of the amusement industry. IAAPA has over 4000 members from 90 countries.

In the past 5 years, Adventure Landing has been awarded with over 20 marketing awards of excellence from IAAPA and WWA (World Waterpark Association) for categories including integrated marketing, public relations, seasonal themed campaigns, collateral, website and digital ad campaigns.

Future Plans

Adventure Landing's mission statement is to "exceed its guests' expectations and will continue to strive towards doing this and instilling this value into each of its employees.

For more information on Adventure Landing, visit www.adventurelanding.com.