



Media: For more information, contact SeaWorld Public Relations at (619) 226-3929.

SEAWORLD 2009 MEDIA ADMISSIONS POLICY

The media admissions policy for SeaWorld San Diego enables working media to become familiar with the park's many featured attractions and, at the same time, enjoy a day with family or friends. This courtesy is extended to active, credentialed members of the news media only, which does not include management, administrative, sales or retired personnel. Complimentary admission is available to working media in the following categories:

Print Media: Publishers, editors, reporters, writers, photographers

Broadcast Media: Station managers, news directors, public affairs directors, assignment editors, producers (news/feature), on-air personnel (anchors/hosts/DJs/reporters/weathercasters), photographers, program directors

Freelance: Complimentary admission is provided to freelance writers and producers with written confirmation from the assigning news outlet

A maximum of four complimentary tickets will be granted in a six-month period to qualifying personnel. The qualifying media representative must arrange for tickets in advance, must accompany his or her party to the park and show a media credential with a photo I.D. Complimentary media admissions do not include parking, rides, guided tours or special events in the park.

Arrangements for tickets are made by sending us **a written request via e-mail (swcpublicrelations@seaworld.com) or fax (619-226-3953) on your company letterhead, at least 72 hours in advance of your visit.** Requests for weekend days made after noon on Thursday will not be granted. For holidays observed on Mondays, requests should be made by noon the previous Thursday. Your request should include:

- Name
- Your company title
- The exact date of your visit
- How many adult tickets and child tickets (ages 3-9) you are requesting (not to exceed four total tickets)
- A contact phone number and an e-mail address (if available)

Once your request is received, please allow 48 hours for it to be processed. You will receive a phone call or e-mail confirming your visit. Tickets will be held at SeaWorld's Will Call window, just to the right of the main ticket booths, under your name. You will be asked to show photo I.D. and a media credential or your company business card when picking up your tickets. For more information on requesting tickets call (619) 226-3929. Office hours are 8:30 a.m. to 5 p.m. (closed on weekends and holidays).

Media on Assignment: News media on assignment must request interviews and photo sessions in advance. This ensures that appropriate park personnel will be available on the day of the visit. All media on assignment must arrive at the security entrance and be escorted during their visit. Without prior approval, family members and friends will not be permitted to accompany media while on assignment.