

SPLASHTOWN WILL UNDERGO MULTI-MILLION DOLLAR TRANSFORMATION; RENAMED WITH WET 'N' WILD BRAND

*All-New Visitor Experience Will Include New Interactive Children's Area;
Family Mega-Raft Ride and Double FlowRider in May 2014*

HOUSTON – (January 17, 2014) Premier Parks, LLC announced today the name change of SplashTown to **Wet 'n' Wild SplashTown** in conjunction with a multi-million dollar transformation of Houston's largest and closest water park to deliver a whole new, family-friendly experience including the addition of three new attractions: **FlowRider**, a unique surfing experience; **Big Kahuna**, an exciting family raft thrill ride as well as **Wet 'n' Wild Jr.**, an interactive children's area with added convenience details parents will appreciate. **Wet 'n' Wild SplashTown** also unveiled today its bright, new logo and redesigned website.

Visitors will catch a never-ending wave –without the jellyfish– on the double **FlowRider**, an innovative surfing experience that is both a visual spectacle and intensely fun as endless sheets of perfect waves roll out at 35 mph, moving 30,000 gallons of water per minute. The simulated wave system is designed for multiple riders to surf the perfect waves at the same time, doubling the fun. **FlowRider** will quickly become a visitor favorite as the wildly popular international sport of “flowboarding” appeals to a wide range of skill levels. **FlowRider** will be located in an expanded and colorful new plaza, surrounded by a viewing deck, dining area, surf shop and performance stage.

The whole family will experience an unforgettable adventure together on **Big Kahuna**, an exciting, mega-tube serpentine raft ride that will blast visitors into a dark, enclosed tunnel filled with a series of unpredictable twists and turns, breathtaking drops, and back-to-back curves. The five-person raft will then shoot through the tunnel opening, splash through the wildly fun s-shaped waterway while catching some major hang time along high bank walls before hitting splashdown into the catch pool. **Big Kahuna** will be adjacent to the thrill ride Tornado, and will share a new tube conveyor lift to transport visitor's tubes to the top of both attractions. **Big Kahuna** will be crafted by ProSlide Technology, an innovative leader in the manufacturing of award-winning water park thrill rides.

Younger visitors will get the VIP treatment when they step into their own world of wet thrills at ***Wet 'n' Wild Jr.***, an expanded kid's area that will include eight exciting water slides, including a double body slide and triple track racer; an extreme gushing spray tower; a continuously drenching waterfall as well as jumping spray fountains that little visitors can frolic through. The pool's beach entry will be configured with seat walls so parents may be closer to their young children. *Wet 'n' Wild Jr.* will also feature an exclusive toddler-only play zone with additional shading that will feature low intensity activities such as a floor bubbler and clam shell toddler slide. The area will also include a new restroom building that will have two private baby changing stations that can accommodate Mom or Dad, siblings and a stroller. The stations will also be outfitted with large shelves, baby wipes, hand sanitizer and diaper disposal.

"A major transformation to one of Houston's best summer attraction gems will not only deliver a whole new dimension of wet thrills, but important details that our visitors have asked for including more shaded lounge areas and expanded food offerings. We've done that and a whole lot more," said Rosie Shepard, director of sales and marketing at Wet 'n' Wild SplashTown.

In addition to these exciting new attractions, ***Wet 'n' Wild SplashTown***'s multi-million dollar new capital investment will transform the water park with these significant enhancements:

Exterior

- Increased parking capacity and convenience with the addition of a second parking lot
- Increased number of toll booth lanes
- Expanded front gate with new landscaping, shaded ticket booths, exclusive season pass processing, and a surf shop
- Brand new *Wet 'n' Wild SplashTown* sign near the front gate
- Circle drive added for future tram pick-up and drop-off
- Updated and expanded picnic area

Interior

- Expanded front entrance plaza with an open concept design and a colorful, Caribbean-style atmosphere
- Wider walking paths and reconfigured walkways to accommodate families with strollers
- Increased shaded lounge areas throughout the water park
- Complete enhancement of the air-conditioned dining area with updated kitchen
- Improved food and beverage offerings
- Additional premium cabanas
- Expanded changing area
- Increased number of women's restrooms and updated men's restrooms
- Tube conveyor lift for both Tornado and the new family raft ride, ***Big Kahuna***.

“The substantial investment in this exceptional property represents our commitment to enhancing the overall entertainment value and experience for all our visitors,” said Kieran Burke, president of Premier Parks.

Wet ‘n’ Wild SplashTown is located less than 30 minutes from downtown Houston and is filled with an expansive collection of state-of-the-art thrill rides. Houston’s largest and closest water park offers family-friendly entertainment; an exceptional value and a convenient drive from Houston and surrounding areas including The Woodlands and Conroe; Sugar Land and Missouri City; League City and Friendswood, as well as Katy and Cypress. **Wet ‘n’ Wild SplashTown** makes a memorable family day trip, group outing or staycation. 2014 season passes are on currently on sale now with a limited time offer of a free parking pass. Season passes may be purchased at www.wetnwildsplashtown.com or by calling 281.355.3300.

About Wet ‘n’ Wild SplashTown

Wet ‘n’ Wild SplashTown is Houston’s largest and closest water park located at 21300 Interstate 45, less than 30 minutes from downtown Houston. The 80-acre water park will undergo a multi-million dollar transformation including three new attractions: **FlowRider**, **Big Kahuna** and **Wet ‘n’ Wild Jr.**, in time for the summer 2014 season. Wet ‘n’ Wild SplashTown will be open Fri., May 2 through Sun., Sept. 14. For additional information, please visit www.wetnwildsplashtown.com or call 281. 355.3300.

About Premier Parks, LLC

Premier Parks, LLC operates theme and water parks throughout the United States including Elitch Gardens (Denver, CO); Wet ‘n’ Wild Phoenix (Phoenix, AZ); Wet ‘n’ Wild Hawaii (Kapolei, HI); Frontier City Theme Park and White Water Bay (Oklahoma City, OK); Nashville Shores Water Park (Nashville, TN); Ocean Breeze Water Park (Virginia Beach); Rapids Water Park (West Palm Beach, FL) and Clementon Amusement Park and Splash World (Clementon, NJ). Wet ‘n’ Wild SplashTown is operated by Premier Parks, LLC on a long-term lease from CNL Lifestyle Properties, Inc.

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