



**New “Clementon Park & Splash World” to Open Memorial Day Weekend 2008
With the Biggest Waterpark Expansion Ever**

**South Jersey Family Entertainment Landmark Gets New Owners,
New Name and Sweeping Makeover**

CLEMENTON, New Jersey, January 10, 2008 – A new century of family fun awaits South Jersey and Philadelphia residents thanks to the recent acquisition of Clementon Park and Splash World by Edmond, OK-based Adrenaline Family Entertainment, Inc. The 100 year-old family park will open on Memorial Day Weekend in 2008 with new ownership, new management, a new logo and millions of dollars in improvements including a massive new Polynesian-themed multi-level aqua playland to be called Laguna Kahuna. The park will also extend the operating calendar, adding 34 more days of delight.

Sweeping changes at the new Clementon Park and Splash World will begin with a beautiful new welcome sign on Berlin Road featuring the family theme park’s modified name, new logo and dramatic lighting. Re-surfaced parking facilities, a new park entrance and a whimsical Victorian themed main street area will be the start of a wonderful fun-filled day. Lush landscaping, park-wide themeing, new operational and guest service standards, updated restaurant menus and in-park entertainment will complement a collection of kids, family and high-thrill rides and attractions.

Splash World, the park’s popular waterpark free with park admission, will also see significant upgrades including the largest expansion in the park’s history featuring one of the country’s biggest aqua play structures – Laguna Kahuna. This all-new park expansion will feature more than one acre of splashing, sliding, drenching, beat-the-heat fun. The Polynesian themed adventure includes 10 slides, 8 different play platforms and more than 125 sprays, jets, bubbles, streams, squirters, waterfalls and wheels. Sitting atop the 50-foot tall structure is the big Kahuna himself, a giant jungle water bucket that dumps more than 422 gallons of water on unsuspecting islanders playing in the tropical paradise below.

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“I am thrilled to be part of the transformation of this Southern New Jersey family theme park,” said the park’s new general manager, David Dorman. “The park is just 15 minutes from downtown Philadelphia, offering area residents and groups a clean, friendly, professionally run theme and waterpark right in their own backyard.”

Groups and area companies will also be thrilled by the newly renovated Forest Pavilions offering seven covered private areas for catered special events, meetings and celebrations. Located right inside the action, the Forest Pavilions give groups of 100 to 8,000 or more a place to meet, eat and re-connect during the day.

Also new in 2008, Clementon Park & Splash World will be hosting HalloScreams, a hauntingly fun Halloween themed special event, giving guests a way to end the outdoor entertainment season with a scream. The entire park will be transformed into a Halloween super-destination with spooky decorations, special entertainment and frightful fun ranging from mild to wild. HalloScreams and all park special events are free with park admission and free to Season Pass holders.

“The new Clementon Park and Splash World will give fun-seekers a classic, quality, family theme park experience with beautiful new improvements at a family-friendly price,” added Dorman. “We want this park to be a place families can afford to visit time and again throughout our extended operating season.”

The best way to visit Clementon Park & Splash World is with a value priced Season Pass which includes more than 100 days of fun for just \$49.99. A full season of thrills and chills – from Memorial Day weekend through Labor Day weekend – plus HalloScreams weekends in October can be purchased for \$49.99 online now at clementonpark.com – hurry, offer ends soon.

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