



For Immediate Release

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NASHVILLE SHORES TO ADD WAVE POOL AND LAZY RIVER FOR 2010 SEASON

*Largest Expansion in Park History Doubles Its Size;
Season Pass Pricing to Remain the Same*

Nashville, TN – Nashville Shores is undertaking the largest expansion in the history of the water park. The multi-million dollar development, which is scheduled for completion by opening day 2010, will include a 25,000 square foot wave pool and a more than 1,000 foot lazy river float ride.

“Nashville Shores’ expansion represents another great investment in a great destination Nashville,” said Butch Spyridon, president of the Nashville Convention and Visitor’s Bureau. “This is a major addition that will provide first-class, family-friendly entertainment for Middle Tennessee residents and significantly boost Nashville’s summer vacation offerings.”

Nashville Shores, which was purchased last month by an investment group led by Kieran Burke and Gary Story, two former Six Flags executives, will also see significant improvements to the current facilities. Some of these upgrades include enhancing guest services, expanding concession areas, refurbishing retail spaces and renovating other areas of the park.

“The new Nashville Shores will have even more thrills, more fun and more excitement in 2010,” said Martin Strobel, general manager of Nashville Shores. “We are adding two first-rate water attractions and renovating existing facilities to provide families and visitors of all ages an unmatched guest experience.”

400,000 Gallon Wave Pool

The expansive, new wave pool will encompass more than 25,000 square feet and hold more than 400,000 gallons of water. It will also feature the patented WaveTek® system capable of producing five different wave patterns creating rolling waves up to four feet. When guests need a little break from the waves or want to catch some rays, they will be able to relax or enjoy a bite to eat on the new 30,000 square foot lounge and food deck.

Tennessee’s Widest Lazy River Float Ride

Guests will also be able to enjoy a relaxing ride on the new 1,000 foot long, lazy river. The first lazy river ever constructed in Middle Tennessee will also be the widest in the state. With an

impressive 17 foot width, the attraction will give families and friends plenty of room to float and relax together on the meandering river. Other planned highlights of the ride include geysers, a waterfall and spray features to help keep guests refreshed on hot summer days.

The wave pool and lazy river will be located next to the existing ShadyPoint group picnic areas in a previously undeveloped area of the water park. The theme of the new attractions will be consistent with the natural beauty of Nashville Shores' 385 acres of wooded land and lakeside property. Some of the features include rock walls, waterfalls, extensive indigenous landscaping and beautiful views of J. Percy Priest Lake.

The wave pool and lazy river are designed by Aquatic Development Group, an industry-leading aquatics design group that helped build Dollywood's Splash Country and more than 50 other water parks across North America.

"The addition of the attractions and the renovations represents the biggest expansion in the history of the water park," said Strobel. "This is a giant first step in transforming Nashville Shores into a first-rate water park and a regional family destination."

Nashville Shores Season Passes – The Ultimate Holiday Gift

Nashville Shores is now offering 2010 season passes at the lowest price of the year - just \$59.99 plus tax per pass. This matches the lowest price offered last year. This special offer is for a limited time, and only a limited number of season passes will be sold.

"It's the giving season, and we are always looking for ways to provide more value to our season pass holders," said Strobel. "Just in time for the holidays, pass holders can now get double the park for the entire year for the same price as last year."

A season pass includes unlimited visits all summer, two free tickets for friends on select days, exclusive early entry for pass holders every day, park discounts and other special perks. Season passes can be purchased online at www.NashvilleShores.com or via phone at (615) 889-7050 x217.

About Nashville Shores

Nashville Shores is a 385-acre family recreation destination located on J. Percy Priest Lake in Nashville, TN, just past the airport off I-40 (Exit 221B). It is comprised of a water park, 20 group event sites and event management team, festival areas and production team, a 310-slip marina, boat and jet ski rental business, and other attractions.

In addition to the exciting new attractions added for the 2010 season, the water park currently includes 9 waterslides, three pools, Kayak Cove, an Aqua Park, thousands of feet of beach, and a "Giant Bucket of Fun" that pours hundreds of gallons of water on kids of all ages. For those who prefer staying dry, Nashville Shores offers free lake cruises onboard the Nashville Shoreliner, miniature golf, volleyball, Frisbee, horseshoes and much more. For more information, visit www.NashvilleShores.com or call (615) 889-7050.

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