

# ENTERTAINMENT OPERATIONS

The Anheuser-Busch theme parks enjoyed another successful year in 2007, with increased attendance, greater guest spending and higher profits. This strong financial performance resulted in the third consecutive year of double-digit profit growth.

Busch Entertainment Corporation has long been known for creating one-of-a-kind adventures based on interactive experiences with the natural world. To create a new, unifying identity, in 2007 the nine BEC adventure parks collectively became known as Worlds of Discovery.

All the Worlds of Discovery parks offer guests the opportunity to celebrate, connect and care for the world they share, creating meaningful experiences that last long after the park visit.

A 10th park, called **Aquatica**, opens in spring 2008. This distinctive water park, inspired by the islands of the South Seas, features some of the industry's most thrilling slides and attractions, set amid 60 acres of lush landscaping and featuring up-close animal experiences. Along with Aquatica, the Worlds of Discovery parks are:

- **SeaWorld Orlando**, the world's premier marine life adventure park. *Amusement Today* awarded SeaWorld Orlando a 2007 Golden Ticket Award for Best Marine Life Park.
- **SeaWorld San Antonio**, the world's largest marine life adventure park. In May 2007, a new water coaster ride called Journey to Atlantis opened. The park is celebrating its 20th birthday in April 2008.
- **SeaWorld San Diego**, the original marine life adventure park featuring more than 20 attractions and shows and offering up-close interaction with more than 20,000 marine and aquatic animals. New this year is a children's attraction featuring the popular Sesame Street characters.



During the past seven years, **SeaWorld rescued more than 6,000** ill, orphaned and injured animals.



+12.8%

Profit

+3.6%

Attendance

BEC provided free admission to more than **750,000 members of the U.S. military** and their families under its Here's to the Heroes program in 2007.



- **Busch Gardens Africa**, an African-themed family park in Tampa, Fla. In spring 2008, the park will open Jungala, its newest and most ambitious park enhancement to date. Set in the Congo area, the 4-acre family attraction offers up-close animal interactions, multi-level climbing play areas, rides and live entertainment.

- **Busch Gardens Europe**, a European-themed park in Williamsburg, Va., opened a new roller coaster in 2007 called Griffon, the world's tallest floorless dive coaster.

Other Worlds of Discovery parks include **Adventure Island** in Tampa, **Water Country USA** in Williamsburg, **Discovery Cove** in Orlando and **Sesame Place** near Philadelphia. The company also announced it would move its headquarters to Orlando, where much of the industry is centered.

