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Note: Footage Available

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FIRST 4-D EXPERIENCE OPENS IN SOUTH CAROLINA

South Carolina Aquarium to Open a 4-D Immersion Theater

CHARLESTON, S.C. — June 2, 2010 — This Saturday, June 5, South Carolina can add another accolade to its list of assets: a 4-D Theater. Opening at the South Carolina Aquarium, visitors can enjoy the 4-D Immersion Theater where the imaginative world of a movie bursts into the room with color, imagery and sensations of the natural world.

A one-of-a-kind adventure, the 4-D Theater combines 3-D imagery, interactive seating and waves of special effects such as gusts of wind, splashes of water and movement under your feet, all synchronized to your favorite family films. The 52-seat theater sits adjacent to the Aquarium and allows for handicap accessibility. The Aquarium's 4-D Theater is provided in partnership with SimEx-Iwerks, the leading innovator of immersive 3-D and 4-D attractions and the exclusive distributor of the industry's best selling film titles. The new 4-D Immersion Theater is a permanent feature of the Aquarium experience.

"The 4-D Theater connects our guests with the natural world in a new and inspiring way," says Kevin Kampwerth, Director of Brand Communications. "This incomparable feature enhances our guest experience and offers a captivating opportunity for family fun."

Visitors will meet Mumble the Penguin in the opening movie, *Happy Feet 4-D Experience*. Customized into a 4-D movie, the film runs approximately 15 minutes and is shown daily beginning at 10 a.m. and runs throughout the day. For more information on the 4-D Theater visit scaquarium.org. Ticket pricing for the 4-D Theater is as follows:

- Aquarium plus 4-D Theater
 - Adult (12-61): \$22.95
 - Senior (62+): \$21.95
 - Child (2-11): \$15.95
 - Toddler (0-1): FREE
- 4-D Theater only*
 - General Admission (Adult and Child): \$6.95
 - Member and Member Guest Price: \$2.95

- *All guests using a comp ticket or reciprocity pass will be charged the general admission rate for the 4-D Theater.
- Aquarium only
 - Adult (12-61): \$17.95
 - Senior (62+): \$16.95
 - Child (2-11): \$10.95
 - Toddler (0-1): FREE

For all media inquiries, please contact Beth Nathan at (843) 579-8660 or bnathan@scaquarium.org.

About SimEx-Iwerks Entertainment:

SimEx-Iwerks Entertainment is a private company based in Toronto and Los Angeles. SimEx-Iwerks first projects was the legendary Tour of the Universe created by Moses Znaimer at the CN Tower, Toronto, which was the world's first Simulator-Based Attraction. We trade under the name "SimEx-Iwerks Entertainment" since the merger of SimEx (Toronto) with Iwerks (Los Angeles) in 2002.

SimEx-Iwerks is the leading entertainment company specializing in 3-D and 4-D cinematic experiences. We have installed over 300 Attractions in over 40 countries and are the largest distributor of 2-D / 3-D / 4-D Attraction films, with over 125 titles (see film Library). Our passion is the delivery of highly immersive motion picture presentations that use proprietary 3-D Projection, 4-D Special Effects, Motion Seating and Blockbuster films. SimEx-Iwerks is respected for its worldwide client support and the extraordinary impact of its Attractions.

About the South Carolina Aquarium:

The South Carolina Aquarium, Charleston's most visited attraction, features thousands of amazing aquatic animals from river otters and sharks to loggerhead turtles in more than 60 exhibits representing the rich biodiversity of South Carolina from the mountains to the sea. Dedicated to promoting education and conservation, the Aquarium also presents fabulous views of Charleston harbor and interactive exhibits and programs for visitors of all ages.

The South Carolina Aquarium, a 501(c)(3) not-for-profit organization and is open Daily from 9 a.m. to 5 p.m. The Aquarium is closed Thanksgiving Day, half day Dec. 24 (open 9 a.m. to 1 p.m.) and Dec. 25. Admission prices are: Toddler's (1 and under) free; Youth (2-11) \$10.95; Adults (12-61) \$17.95; Seniors (62+) \$16.95. The Aquarium plus the 4-D Theater experience is free for Toddler's, \$15.95 for Children, \$22.95 for Adults, and \$21.95 for Seniors. The 4-D Theater experience only is \$6.95 for Children, Adults and Seniors and \$2.95 for Members and Member Guests. Military, senior, college and group discounts are available. For more information call 843-720-1990 or visit scaquarium.org. Memberships are available by calling 843-577-FISH.

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