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Daytona Lagoon Prepares to Make A Splash For Upcoming 2017 Season; Opens March 10th

*Dry Attractions Include New Ropes Course and Enhanced Lazer Tag Arena
Providing Family Fun at a Family Price*

Daytona Beach, FL—March 9, 2017—Daytona Lagoon, the premier family-friendly water park and a year-round mega family entertainment center located in Daytona Beach, FL, today announced that it will officially open on March 10th for the 2017 season.

On the heels of an exceptional inaugural season under United Parks ownership, Daytona Lagoon is upgrading its exciting dry attractions for the 2017 season, including an enhanced indoor Lazer Tag arena and a new full interactive ropes course, which is expected to open this summer. These additions are part of Daytona Lagoon's ongoing \$2+ million renovation designed to enhance the park's dry and aquatic infrastructure and entertainment offerings. Additional elements of the project include expanding the park's food offerings and catering options, adding cabanas, and installing many new and exciting games to the MEGA arcade.

"With the addition of our new ropes course and upgraded Lazer Tag arena, Daytona Lagoon will feature 12 best-in-class wet and dry attractions, including a full arcade with over 70 immersive games," said Barrett Byers, Director of Park Operations for United Parks. "Our expansion and facelift initiatives continue apace and we look forward to further enhancing Daytona Lagoon's attractions for our guests at Daytona Beach's premier waterpark and family entertainment center."

Tyler Currie, General Manager of Daytona Lagoon, added: "2017 is shaping up to be the most exciting season in Daytona Lagoon's history, with the most wet and dry attraction activities in Daytona Beach including The Lagoon Waterpark, Go-Karts, Miniature Golf, Lazer Tag, MEGA Arcade and Rock Wall. Daytona Lagoon is an important part of the Daytona Beach community and we cannot be more grateful for the support we have received following Hurricane Matthew. We are thrilled to be opening on time and providing a full day of family fun at a family price."

For hours of operation and pricing options for endless fun for everyone, please visit our website:
<http://www.daytonalagoon.com/>.

In addition to Daytona Lagoon, United Parks also operates Hydro Adventures in Poplar Bluff, Mo. – and is poised to become the next operator of historic Rye Playland in Westchester County, N.Y.

About United Parks

United Parks is focused on opportunities in the amusement park, water park, and entertainment industries. The company features a senior management team that brings more than 100 years of operating experience. United Parks is an indirect subsidiary of Purchase Capital, an investment firm led by Nicholas J. Singer that provides patient capital for private and public companies with significant potential for long-term value creation.