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FOR IMMEDIATE RELEASE

***MEDIA ALERT * MEDIA ALERT * MEDIA ALERT ***

Gatorland Salutes Members of the Armed Forces
With Complimentary Admission for Active and Retired Military

ORLANDO, FL.: Gatorland is extending complimentary admission for service men and women with a valid active or retired military ID during the month of May honoring their commitment to service that extends above and beyond the call of duty.

Active and retired U.S. military personnel, including active and retired members of the United States Coast Guard and activated members of the National Guard or Reservists, will receive complimentary admission at the theme park along with a discount of 25 percent off the price of admission for up to four additional guests. (Military ID must be presented at time of purchase).

Don't miss the new the rare white alligators on display for a limited engagement at Gatorland's newest exhibit, *White Gator Swamp*. Featuring four of the world's largest white leucistic alligators known to roam the planet, these giant Ivory colored reptiles are each ten to twelve feet in length and weigh over 800 pounds. Their piercing blue eyes are believed to have the ability to command good fortune to those lucky enough to make eye contact with the blue eyed beauties.

Gatorland's Salute to Service Campaign

Complimentary Admission to Service man or women with valid Active or Retired Military ID

25% discount on admission for up to Four (4) guests

Offer Expires: May 31, 2009

Proof of service required at time of admission. All rates are plus tax.

Unable to visit in May, visit your local ITT office for discounts and promotions available at Gatorland.

Gatorland is a 110-acre theme park and wildlife preserve, combining "Old Florida" charm with exciting, new exhibits and entertainment. The park opened as a roadside attraction in 1949. Today, it provides affordable-priced family fun with thousands of alligators, crocodiles, an aviary, breeding marsh with observation tower, petting zoo, nature walk, educational wildlife programs, award-winning gift shop, Florida's best train-ride, restaurant, Gator Gully Splash Park and one-of-a-kind reptilian shows including the Gator Wrestlin' Show, Gator Jumperoo and the Up-close Encounters Show. And, don't miss the opening of the world's largest collection of giant white alligators on February 13, 2009. To find out more about "Orlando's only Theme Park with Bite and Attitude," visit us online at: **www.gatorland.com** or call **1-800-393-JAWS**.

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