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For Immediate Release

NOAH'S ARK'S NEWEST RIDE MAKES WAVES
IN 4-D DIVE-IN THEATER

“SpongeBob SquarePants™ 4-D Movie to Premiere in 2007 Season

WISCONSIN DELLS, Wis., (Date __, 2007) – Come rain or shine, Noah’s Ark, America’s largest waterpark, will make a splash in 2007 with its new 4-D Dive-In Theater featuring SpongeBob SquarePants™ 4-D Movie. The more than \$2 million investment is the first and only theater of its kind to really exploit the use of water, while tapping into every one of the human senses.

“This is such a unique theater,” says Tim Gantz, co-owner of Noah’s Ark. “Not only is the movie entertaining, but the special effects, water and scents really set this attraction apart from anything else in the Midwest.”

Noah’s 4-D Dive-In Theater will open the 2007 season with one of TV’s biggest animated stars, SpongeBob SquarePants™. In the 4-D movie, SpongeBob SquarePants™ desperately pursues a runaway pickle in his heartfelt desire to serve the perfect Krabby Patty. Other riders join him as SpongeBob SquarePants™ chases his best friend, Patrick, through Bikini Bottom in a zany and hilarious adventure lasting 12 minutes.

To ensure a wet and wild experience, the movie will be shown on an impressive 40-ft. screen. The 3-D/4-D theater will employ nine separate effects. Water squirts, overhead water drops and water cannons will leave patrons all wet, while the leg ticklers, vibration, scent, wind, lightning and bubble effects test their senses. If getting wet is not in the cards, Noah’s has included 36 seats, in the 176-seat house, without special effects. Young children, in particular, can enjoy the full 3-D effects of the movie without getting wet.

Noah’s 4-D Dive-In Theater will accommodate more than 700 guests every hour. There is no additional charge for Noah’s Ark guests to see the movie.

Situated on 70 acres in the heart of Wisconsin Dells and a popular Midwest family vacation destination, Noah's Ark Waterpark now boasts forty-five water rides, two wave pools, two "endless rivers," four children's water play areas, bumper boats, miniature golf and two, high-capacity group amusement rides: "Flash Flood" and "Noah's Incredible Adventure." The park is open Memorial Day weekend to Labor Day. For more information, please call Noah's Ark Waterpark at (608) 254-6351, or visit www.noahsarkwaterpark.com.

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