

For Immediate Release

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PLAYOFF WINS SET OFF ANOTHER “WHITE HOT” PROMOTION AT MIAMI SEAQUARIUM

Discount admission increases for fans as the Miami Heat advances

MIAMI – May 6, 2016– This season, Miami Seaquarium will once again offer fans a “white hot” deal on admission to the park. As the Miami Heat advance to the NBA playoffs and makes their way to the NBA finals, fans who visit the park with their Heat gear during the playoffs will receive a discount on admission as long as the Miami Heat are still in the running. The discounts will increase as the Heat advances toward another NBA Championship.

The discount admission offer is valid only for Heat Fans wearing Heat Gear. The Heat Fan must mention the Heat offer prior to admission purchase at Miami Seaquarium ticket booth. Tickets can also be purchased online by going to the following website: www.miamiseaquarium.com/offers and enter promo code HEAT. Offer may not be combined with other discounts or for annual pass purchase.

Discounted admission will be available as follows:

- **Eastern Conference – Semi-Finals**
Heat fans in Heat gear will receive a 20% discount on admission to the park, as long as The Miami Heat is still in the playoffs during the Eastern Conference Semi-Finals.
- **Eastern Conference – Finals**
Heat fans in Heat gear will receive a 30% discount on admission to the park, as long as The Miami Heat is still in the playoffs during the Eastern Conference Finals.

- **NBA Finals**

Heat fans in Heat gear will receive a 40% discount on admission to the park, as long as The Miami Heat is still in the playoffs during the NBA Finals.

- If The Miami Heat is victorious in the NBA Finals, fans wearing Heat gear will receive 50% discount on admission. Offer expires on June 30, 2016.

Miami Seaquarium, South Florida's most popular tourist attraction, is a family-oriented marine-life park open to the public 365 days a year. The park provides visitors with a greater understanding and appreciation for marine life through shows, presentations and marine-life exhibits. General admission to Miami Seaquarium is \$44.99* and \$34.99* for children (ages 3-9) (*plus 7% sales tax). More information on Miami Seaquarium is available at www.miamiseaquarium.com.

Miami Seaquarium is an accredited member of the Alliance of Marine Mammal Parks and Aquariums, an international organization committed to the care and conservation of marine mammals. Accreditation by the Alliance means this facility meets or exceeds all the standards of excellence for marine mammal care, husbandry, conservation and education.

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