



NEWS RELEASE

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PENGUIN CHICK NAMING CONTEST! ***Aquarium Holds Naming Contest for New Baby Penguin.***

RIVERHEAD, NY (April 6, 2010) – The newest resident at Atlantis Marine World Aquarium needs a name – and we need your help! Our bundle of feathered joy is joining a whole gaggle of birds that have been named after characters from the popular *Seinfeld* television show, but we're running out of character names! So, we've narrowed it down to three top names and we're asking you to vote for your favorite from April 7 to May 7. The winning name will be announced at the Aquarium on May 9 during the Aquarium's first annual Mother's Day Brunch.

The choices are:

1. **Baby:** Taken from the very popular *Seinfeld* episode, "The Hamptons," in which the famous quote, "You've gotta see the baby!" was born, we know that you'll want to see our baby, too!
2. **Pam:** The next generation of television viewing for *Seinfeld* fans at the Aquarium has been *The Office* and since our penguin chick is a sweet bird that can also zing us once in a while, we've agreed that the sweet character, with a bit of an edge, Pam, is an obvious choice.
3. **Pebbles:** In the wild, our African penguin can be found on the southwestern coast living amongst the pebbles along beaches. That makes this choice a natural one, we think!

Voting will take place online, via the Aquarium's Web site (www.atlantismarineworld.com) and entry forms will also be made available within the Aquarium. All individuals submitting a vote along with their e-mail address will be entered to win at random one of the following prizes:

1. A one-year Atlantis Marine World AquaPass Family Membership (10 available)
2. Family four-pack Aquarium tickets (30 available)
3. Family four-pack Pirate Snorkel Adventure tickets (15 available)
4. Family four-pack Atlantis Explorer Tour Boat tickets (15 available)

Upon submission, each voter will also receive a discount for the Mother's Day Brunch where the winning name will be announced (availability on a first-come, first served basis).

The penguin chick hatched on December 14, 2009 to proud parents, "Crazy" Joe Davola and Puddy. The hatching is our first successful rearing of an African penguin chick to adulthood since the exhibit, Penguin Pavilion, opened in 2005.

For latest pictures, videos, or updates of our penguin chick, please fan us on Facebook (<http://www.facebook.com/pages/Riverhead-NY/Atlantis-Marine-World-Aquarium/150488903355>).

For more details about our Mother's Day Brunch, please call our Reservations Team at 631.208.9200, ext. H2O (426).

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About Atlantis Marine World Aquarium

Atlantis Marine World (AMW) opened in Riverhead, NY on June 15, 2000, as the first large-scale Aquarium to open in New York State in more than 35 years. Situated on 3.2 acres along the Peconic River, AMW is open from 10:00am to 5:00pm daily (closed December 25). General Admission Rates are \$18.50 (plus tax) for Children 3 – 17 and Seniors 62+; \$21.50 (plus tax) for Adults 18 – 61; Children 2 and under are always free at AMW. AMW is also the home of The Riverhead Foundation for Marine Research and Preservation, New York's only authorized marine mammal and sea turtle rescue and rehabilitation center. Atlantis Marine World was recently ranked by *Parents Magazine* as one of the "Top Aquariums for Kids." Additional information can be found at www.atlantismarineworld.com.