



****MEDIA ALERT****

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FOR IMMEDIATE RELEASE

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ATLANTIS MARINE WORLD AQUARIUM ON *THE APPRENTICE* TONIGHT 9PM
Contestants learning to swim with sharks in business, learn to swim with the real thing.

Atlantis Marine World Aquarium in Riverhead, NY will be featured on tonight's episode of NBC's *The Apprentice* at 9pm EST.

The Apprentice is all about learning how to swim with the sharks...in business. This week's winning team is rewarded with a visit to Atlantis Marine World where they got a chance to swim with the sharks - literally.

Contestants were invited to dive in a two-story, 120,000-gallon Lost City of Atlantis Shark Exhibit filled with ten sharks (some as big as 8-feet long!), a loggerhead turtle weighing in at nearly 300 pounds, two green moray eels both measuring at least 7-feet each (and one that can literally be worn around as a shawl), five massive stingrays, and hundreds of tropical fish that cannot be found together in any one place on Earth - except at Atlantis Marine World.

Atlantis Marine World will launch its "Shark Dive" program this spring at the Aquarium.

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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. Themed around the "Lost City of Atlantis," AMW blends science and nature with myth, inviting visitors to explore its inhabitants while discovering the Lost City. Today, more than one million people have already visited the Aquarium, enjoying its interactive exhibits. 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. Additional information can be found at www.atlantismarineworld.com.