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“BLUE MAGIC 3D” PREMIERES AT ADVENTURE AQUARIUM

New film showcases underwater world of beauty and discovery in Aquarium’s state-of-the-art 4D Theater

(instructions to download photos are at the end of this release)

CAMDEN, NJ – October 23, 2006 – Adventure Aquarium, located on the Camden Waterfront, is premiering a brand new adventure today as it opens "Blue Magic 3D" in its 4D Theater, presented by PSE&G. "Blue Magic 3D" is an enchanting educational film featuring a combination of eye-catching visuals, inspiring music, and astounding 3D, giving audiences an unforgettable opportunity to discover the underwater world as it is: beautiful, surprising, fantastic - and magical.

Shot exclusively in the Bahamas and Australia's Great Barrier Reef, "Blue Magic 3D" showcases the immense diversity of marine life that quietly exists in the ocean's fragile coastal reefs. The breathtaking beauty of the many varieties of coral thriving along the reef gives way to a mesmerizing sense of wonder as the power of 3D cinema brings you closer than ever before possible to life in the sea. "Blue Magic 3D" was produced in collaboration with the United Nations Environment Programme Coral Reef Unit, whose goal is to reverse the rapid decline in coral reef eco-systems around the world.

Adventure Aquarium’s 4D Theater seats 164 guests and "Blue Magic 3D" will run concurrently with two other films - "Spongebob Squarepants - 4D Ride" and "Deep Sea - 4D." Tickets for all three shows are available at the Aquarium, by phone 866-451-AQUA or online at www.AdventureAquarium.com.

Open from 9:30 a.m. – 5:00 p.m. daily, Adventure Aquarium features nearly 200,000 square - feet of sea life and wildlife. Visitors will be in for an ADVENTURE as they visit the West African River Experience featuring hippopotamuses, porcupines and over 20 species of African birds in a free-flight aviary, surround themselves with sharks in a suspended 40-foot walk-through tunnel and explore the wonders of the deep sea in the Jules Verne Gallery. Guests can also dive into the enchanting and educational "Blue Magic 3D" or the fun of "Spongebob Squarepants - 4D Ride" inside the 4D Theater presented by PSE&G, have a close encounter in the Touch-a-Shark exhibit sponsored by Horizon BlueCross Blue Shield of NJ and even have once-in-a-lifetime opportunities to get up-close and personal with animals from all over the world with our AQUARIUM ADVENTURES programs. Like its sister aquarium, Newport Aquarium, located at Newport on the Levee in Newport, KY, Adventure Aquarium is an accredited member of the Association of Zoos and Aquariums. Ticket prices are: \$16.95 Adults; \$13.95 Children (2-12); prices do not include 7% NJ State sales tax. Children under 2 FREE with accompanying adult. Advanced reservations available by phone, 866-451-AQUA, or visit our website at www.AdventureAquarium.com.

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You're in their world now!

Ahoy, Mateys! The *ADVENTURE* of the Halloween season sets sail on the Camden Waterfront with Adventure Aquarium's second-annual "CREEP IN THE DEEP" - October 14th - 31st! Visit [-AdventureAquarium.com](http://AdventureAquarium.com) for details!

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