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ODYSEA AQUARIUM LAUNCHES DESERT DIVE FOR TREASURE

28-Day Quest to Claim a "Pearl" of a Prize: Lifetime Memberships to the Southwest's Largest Aquarium

SCOTTSDALE, Ariz.—June 14, 2014—As groundbreaking nears for Scottsdale's new OdySea Aquarium, the window is narrowing on its limited-time Lifetime Membership offer. For those with a brain for puzzles and a quest for adventure, however, the aquarium is making 28 of its sought-after Lifetime and Annual Memberships available for free through an epic Desert Dive for Treasure. Launching on Monday, June 16, this challenging 28-day quest will send Indiana Jones wannabes throughout the Phoenix area, identifying landmarks and deciphering clues that will lead them to their prize.

From June 16 through July 13, daily clues will be posted on the aquarium website at www.odyseaaquarium.com; conveyed via text messaging, email and social media; and mentioned on the KEZ 99.9 and MIX 96.9 Radio. Seekers who succeed in locating the hidden treasure will find instructions there on claiming their prize that range from Family and Individual Lifetime Memberships to Family and Individual Annual Memberships to the new OdySea Aquarium (valued from \$99-\$995.) A total of 28 such prizes will be awarded.

For more information visit the new OdySea Visitors Center located at 9500 E. Via de Ventura, Scottsdale, AZ 85256 or call 480-313-8837 - HYPERLINK "<http://www.odyseaaquarium.com>" www.odyseaaquarium.com

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About OdySea Aquarium

Poised to be one of Arizona's premiere attractions, OdySea Aquarium is slated to break ground summer of 2014. Opening December 2015, it will be the largest aquarium in the southwest and promises a high-tech, high-entertainment, oceanic educational adventure like no other in the industry—all in the unlikely setting of the Sonoran desert. The 16-acre attraction, designed to accommodate up to 15,000 visitors daily. OdySea Aquarium will be a two-level facility that will span over 200,000 square feet. Visitors will move to each level via acrylic tunnels while viewing some of the most fascinating animals of rivers and oceans in the world! Among some of the unparalleled features will be the SeaTREK experience that will allow guests to descend deep into the "ocean" where they will be surrounded by sea creatures on all sides. Even the restrooms will have floor-to-ceiling windows for aquatic life views. Other features will

include a state-of-the-art 3D theater, staffed presentations, and a visitor experience that has never been accomplished in any aquarium in the world. The OdySea Aquarium will be located at Via de Ventura and the 101 Freeway in Scottsdale at the Salt River Pima-Maricopa Indian Community-adjacent to Butterfly Wonderland and the OdySea Mirror Maze.

About OdySea in the Desert

OdySea in the Desert is a 35-acre, multi-million-dollar entertainment complex. Butterfly Wonderland, the largest butterfly pavilion in America, was the first phase of this project opening May 2013 followed by the OdySea Mirror Maze. Ground breaking for the OdySea Aquarium is forthcoming and scheduled to open December 2015. Other upcoming attractions will include an IMAX Theatre; an “*Arizona Experience*,” distinctive retail shops; and a “Taste of the World” culinary showcase with distinctive international restaurants.