



FOR IMMEDIATE RELEASE

LAKE COMPOUNCE OPENS MAY 15th WITH NEW SHOWS AND NEW TECHNOLOGY
CELEBRATING 165 SEASONS AS AMERICA'S OLDEST AMUSEMENT PARK

April 23, 2010 *Bristol, CT* – Lake Compounce, the oldest, continuously operating amusement park in the country, will open on Saturday, May 15th for their 165th season. Opening weekend discounts can be found online. Festivities are planned all summer long, along with a new Text2Ride cell phone based reservation system, new entertainment, charity events and improved season pass holder perks.

The new Text2Ride system gives guests the opportunity to purchase credits and use those credits to reserve a time to ride Boulderdash, Zoomerang, DownTime, Thunder n Lightning, Wildcat, Bumper Cars, Ghost Hunt, Saw Mill Plunge and Thunder Rapids. Instead of carrying an additional pager or other bulky device, guests will use their own cell phones to send a text, and will then receive a text back confirming their time to ride. “Lake Compounce will be the first amusement park in the country to offer this type of technology”, said general manager Jerry Brick.

New attractions for 2010 include ‘It’s Magic!’ which will be performed in the Starlight Theatre daily, as well as a brand new cast of Cirque en Vol acrobats performing on the outdoor stage near the Zoomerang. Children’s entertainment will feature “Superstar Fiesta” and “Dance-A-Long”, to be performed in the kiddieland section known as Circus World.

In addition, season pass holders’ perks will be kicked up a notch, with a special VIP evening only open to season pass holders, early admittance to the water park on specific dates, a 10% discount on all food purchases throughout the park, and bring-a-buddy discounts, none of which have been offered in years past.

“Supporting local charities has always been important to Lake Compounce” says General Manager Jerry Brick. “This year they will continue working with Autism Speaks and Relay for Life. We are happy to help raise money and awareness for important Connecticut non-profit organizations.”

Online discounts such as ‘Buy one, get one free’ tickets can be found on www.lakecompounce.com, for use May 15th-16th, and May 22nd-23rd.



About Lake Compounce

Lake Compounce, part of the Palace Entertainment family of parks, is New England's Family Theme Park and the oldest continuously operating amusement park in North America. Entering into its 165th season, Lake Compounce has invested more than 70 million dollars over the past 13 years in rides and attractions. Regular admission price for the 2010 season is \$34.99. Junior admission, which is for guests under 52 inches tall, is \$25.99. Senior admission, for ages 61 and up, will be \$17.99. Children 3 years of age and younger are admitted free. Season passes available for \$79.99. All tickets and season passes may be purchased by visiting www.lakecompounce.com.

About Palace Entertainment

Palace Entertainment hosts over 14 million visitors annually at 38 locations with seven theme parks, ten waterparks and 21 family entertainment centers and is the largest operator of waterparks and family entertainment centers in the nation. For more information, visit www.palaceentertainment.com. Palace Entertainment is part of the Parques Reunidos family of parks.

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