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Darien Lake Theme Park Resort Set To Open With New Ownership and a Regional Focus

Local Management Team Means: All New *Le Grande Cirque* Show, New Local Vendors, Expansion of Family Entertainment, New Pricing

DARIEN LAKE, NY (April 11, 2007) - Darien Lake Theme Park Resort, celebrating its 26th season entertaining families, will open its new season on May 5 under new ownership. PARC Management, based in Jacksonville, Florida has purchased Darien Lake and will operate it as a regional park, led by an experienced local management team.

To kick off the season, Darien Lake Theme Park Resort will roll out a new name, logo and web site that reflects its new regional park focus. In addition, the 2007 season will include new attractions including a world-renowned *Le Grande Cirque Show*, a comedy magician, new midway stage performances and the famed nightly laser show, LaserBlast.

As part of its commitment to the local community, Darien Lake Theme Park Resort also will showcase local vendors such as, Sahlen's, Labatts, Perry's Ice Cream, Parkside Candy, Red Osier and many more.

"Darien Lake is pleased to be operating as a regional park focused on upstate New York and Southern Ontario," said Bradley Paul, general manager of Darien Lake Theme Park Resort. "We are entering into an exciting new era in the resort's successful 26 year history and look forward to having our guests come back to enjoy the park and resort and create new memories with their families."

"PARC Management is thrilled to have acquired Darien Lake Theme Park Resort. The park is an important part of the community's fabric and will be operated locally as a regional park," said Randal Drew, president and CEO of PARC Management. "Darien Lake is here to stay and we are dedicated to participating in the area's community life."

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In addition to the new amenities, Darien Lake Theme Park Resort also will introduce reduced food pricing, as well as, a new ticket price for seniors and a reduced price for admission after 5 p.m.

“Whether you are five, 15, 35 or 65 we have something for the entire family,” added Paul. “There is no better family entertainment value in the region than Darien Lake Theme Park Resort.”

Darien Lake Theme Park Resort is the *only* resort property where theme park admission is included. The accommodation packages include theme park rides, shows, attractions and parking for the entire stay.

About the New Shows and Attractions

Le Grande Cirque, debuting in June, is a spellbinding and magical show that will quite simply take guests’ breath away and deliver a performance beyond their wildest imagination. *Le Grande Cirque* is perfect for the whole family. The show displays beautiful costumes, dynamic lighting, masterfully arranged music and some of the greatest international talent ever assembled on one stage.

Other new attractions this year include Blake Daring’s Storybook Adventures, where guests will go on an adventure with the famous young pirate Blake Daring as he jumps right off the page and into their hearts; Keepin’ the Beat, a non-stop song and dance extravaganza is Darien Lake’s new Midway show; and, Cliff Hopkins a comedy magic presentation will have guests in wonderment and awe.

Darien Lake Theme Park Resort’s famous LaserBlast, an enhanced state-of-the-art visual display combining the latest in aerial fireworks, pyrotechnics, laser animation, lights, sound, and musical choreography will complete guests’ memorable day of fun and excitement returns with an enhanced spectacle.

About Darien Lake Theme Park Resort

Darien Lake Theme Park Resort is New York State’s largest theme park and resort, located between Buffalo and Rochester, NY and just a short drive from Niagara Falls. The resort includes three on-site lodging choices including a 162-room themed hotel, RV rental, and a 1,200 site campground. With more than 100 rides, shows and attractions, kids’ park, waterpark and a 20,000-capacity outdoor concert venue, Darien Lake is your family vacation destination. For park hours and more information, please visit www.GoDarienLake.com.

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