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FOR IMMEDIATE RELEASE

Utah's Only Aquarium Reaches Over One Million Visitors

Sandy, UT -- The Living Planet Aquarium is delighted to announce the fact that it has seen over one million visitors since opening its doors in 2004.

This marks the highest general admission attendance in The Living Planet's history. General admission attendance includes school visits, birthday parties and special event rentals. "The Living Planet Aquarium had a terrific March and April after unveiling the Journey to South America Exhibit with over 84,000 people coming to visit, which is more than 72 percent higher than last year," said Angie Hyde, The Living Planet Aquarium Director of Public Relations and Marketing. "We broke our prior one-month summertime record of 31,085 last year with 46,292 visitors this April. On April 19th, we reached our one millionth visitor since opening the preview exhibit at The Gateway in 2004."

The Living Planet visitors this year enjoyed, among other offerings, the Utah Gallery, featuring species native to Utah, the Marine Gallery, featuring sharks, rays, jellies and seahorses to name a few, and the newest exhibit, *Journey to South America*, where visitors can learn about the biodiversity of rainforest animals and ecosystems.

The Living Planet sold 22,314 memberships during the past twelve months. This represents an increase from the prior year despite current economic times, indicating that visitors appreciate the value of membership. After visiting The Living Planet Aquarium twice, a family membership pays for itself - and includes many value added features such as sneak previews, discounts on party rentals and gift shop purchases, and a subscription to *Currents*, The Living Planet Aquarium electronic newsletter.

The Living Planet Aquarium looks forward to the year ahead, eagerly anticipating the addition of South American Penguins, which will be part of the recently unveiled *Journey to South America* exhibit. With the right number of generous donations, sponsorships and in-kind contributions, The Living Planet anticipates welcoming Gentoo and Macaroni penguins to the Aquarium family as early as spring 2010.

The Living Planet Mission Statement

The Living Planet Aquarium is dedicated to celebrating life on Earth by fostering a greater awareness and knowledge of Earth's diverse ecosystems and creating a deeper understanding of our place in the global system of life.

The Living Planet Aquarium is located at 725 E. 10600 S., Sandy, Utah, 84094. Visit www.thelivingplanet.com or call 801-355-FISH (3474) for more information about the exhibits, aquarium hours of operation and membership, tickets and prices.

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