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ST. PETERSBURG TIMES BECOMES BUSCH GARDENS' EXCLUSIVE IN-PARK NEWSPAPER

TAMPA, FL—Florida's favorite newspaper is now Busch Gardens' exclusive in-park newspaper as the Times Publishing Co. recently secured rights to be an official sponsor of the Tampa adventure park. The multi-year partnership will yield several opportunities for branding, newspaper sales, cross promotion, contests, events and special offers for readers and employees of the Times. As part of the sponsorship, visitors to Busch Gardens and their annual Passport members will receive special offers during select events and web promotions. The value of the sponsorship was not disclosed.

"We've always had a strong relationship with our friends at Busch Gardens," said Richard Reeves, the *Times*' Vice President of Advertising and Marketing, "But recently we took our partnership to a new level by bringing our high quality brand of journalism to park patrons."

In addition to new newspaper sales outlets inside the park, visitors to the off-road adventure Rhino Rally will now notice *Times*' logos on the vehicles and special signage as the *Times* has become the new presenting partner of that attraction.

Denny Miller, director of partnership marketing at Busch Gardens, said the *Times*' sponsorship reinforces the relationship and the long history of working together and promoting the many exciting events and programs offered at Busch Gardens. "The decision to partner with the *St. Petersburg Times* is based on our confidence that creating innovative programs and positioning them to our Bay area residents and visitors, will prove successful to both organizations."

Reeves said he looks forward to a long and mutually beneficial relationship with Busch Gardens, which is just the latest in a series of partnerships that the *Times* family of publications has forged across the Tampa Bay area. "We believe that being involved in and supporting the community goes beyond simply providing the highest standard of news and information to our audience," Reeves said. "We strive to take an active role in all the communities we serve. One way we do that is associating ourselves with venues, events and activities that compliment our brand."

The Pulitzer prize-winning *St. Petersburg Times* is Florida's largest newspaper, with a circulation of 327,390 daily and 420,811 Sunday. (ABC Audited 12/26/2004). One of the last independently owned newspapers in the US, the *Times* is owned by the Poynter Institute for Media Studies. Affiliates include tbt*/Tampa Bay Times, Florida Trend and Congressional Quarterly.

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