



Developing Coastal Sanctuaries for Orca Retirement

RESOLVED that to combat the precipitous decline in SeaWorld's value and public image—as evidenced by recent drops in attendance, revenue, net income, and stock value; the loss of key corporate partners; the introduction of California state legislation to ban orca performances; intense public backlash reported in media outlets worldwide; and a lawsuit accusing our Company of misleading investors about the impact of *Blackfish* on the health of the SeaWorld brand—shareholders urge the board to take steps toward developing and retiring the animals to coastal sanctuaries.

Supporting Statement

Growing public awareness of the ethical issues and physical and psychological implications of keeping highly social and intelligent animals such as orcas in captivity has put SeaWorld in serious jeopardy. As the public becomes increasingly outraged by SeaWorld's current business model, in which animals who, in nature, travel as many as 100 miles per day and dive to depths of nearly 1,000 feet, are confined to barren, concrete tanks and deprived of natural lives and even basic stimulation, our Company has experienced a decline in myriad key performance indicators, including attendance, revenue, and net income. As a result of the damage to the brand, SeaWorld has lost valuable corporate partnerships, including Hyundai, Panama Jack, Taco Bell, Virgin America, and Southwest Airlines. The Orca Welfare and Safety Act, a ban on orca captivity for performance or entertainment purposes, was introduced in California and backed by the signatures of more than 1.2 million people who no longer want to see orcas deprived of everything that is natural and important to them, which causes stereotypical behaviors indicative of psychological distress and physical signs of poor health, such as fractured teeth from biting the steel gates and concrete walls of the tanks, listless floating for extended periods, excessive aggression, and overall shorter life spans.

Coastal sanctuaries in the form of sea pens or netted-off bays or coves offer an excellent opportunity to improve captive-orca welfare and thereby reverse our company's collapsing public image. Orcas released into sanctuaries would have space to explore in a dynamic, stimulating environment. They would have the opportunity to hunt for their own food and interact with other sea life through the pen's barrier. Family groups would be preserved, and incompatible animals would not be forced to interact. The existing SeaWorld parks could be replaced with state-of-the-art augmented or virtual reality marine mammal experiences that would allow visitors to observe and interact with marine life in new and innovative ways and provide educational value to a new generation of people who love animals but without imprisoning any animals. This solution would be a long-term panacea for SeaWorld's suffering animals and failing brand, unlike the proposed international expansion, which would do nothing to sway public opinion.

Our Company has an invaluable opportunity to prevent its own collapse and improve the well-being of the orcas at its parks by moving these animals to coastal sanctuaries. We urge shareholders to support this ethically and economically responsible resolution.

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