

EXHIBIT 1

(Redacted for re-filing pursuant to the Court's Order (ECF No. 248))

From: Caracciolo, Toni [REDACTED]
Sent: 1/13/2014 1:28:49 AM
To: DL-SWO Orl Pks Mktg Leadership [REDACTED]; DL-SWO Orl Pks Mktg Managers [REDACTED]
Subject: FW: Lost Blackfish Revenue - Confidential
Attachments: Lost Blackfish Revenue.xls

Team,

Please fill out best you can and return to Robin to consolidate. I'd like to have this updated for distribution to SEA leadership by Thursday so please have to Robin by EOD Wed. Please do not distribute outside Directors/Managers as should keep confidential we are keeping a list of this.

Thanks,
Toni

From: McKnight, Robin
Sent: Friday, January 10, 2014 12:23 PM
To: Caracciolo, Toni
Subject: Lost Blackfish Revenue.xls

This is what the group came up with. Please let me know what changes you might want to make. Thanks!

Provided in Native Format

From: McKnight, Robin [REDACTED]
Sent: 1/21/2014 10:39:03 PM
To: Alicea, Maribel [REDACTED]; Dahle, Susan [REDACTED]; Flower, Susan [REDACTED]; Hall, Kimberly [REDACTED]; McGovern, Cindy [REDACTED]; Osiol, Amanda [REDACTED]; Schmadebeck, Ross [REDACTED]; Scott, Tony [REDACTED]; Vinciguerra, Steve [REDACTED]; Altadonna, Todd [REDACTED]; Gollattscheck, Nick [REDACTED]; Swan, Tim [REDACTED]
CC: Caracciolo, Toni [REDACTED]
Subject: Lost Revenue - Deadline Thursday
Attachments: Lost Revenue.xls

Toni has asked me to send this current lost revenue list to you, as she would like any additional updates submitted by close of business on Thursday. Please send back to me with any additions highlighted.

Please remember this is highly confidential.

Thanks, everyone.

Provided in Native Format

EXHIBIT 2

(Redacted for re-filing pursuant to the Court's Order (ECF No. 248))

From: Atchison, Jim [REDACTED]
[REDACTED]
Sent: 1/24/2014 11:21:43 PM
To: Mills, Donnie [REDACTED]
CC: Taylor, Tony [REDACTED]; Heaney, Jim [REDACTED]
Subject: Re: CATERING IMPACT DUE TO BF

Thanks. Frustrating...

From: Mills, Donnie
Sent: Friday, January 24, 2014 06:12 PM Eastern Standard Time
To: Atchison, Jim
Cc: Taylor, Tony; Heaney, Jim
Subject: Re: CATERING IMPACT DUE TO BF

I will supply all answers/information on Monday.

Yes, my understanding that these groups have cited BF or activists commentary.

Andrew is following up with SWO and SWSA but believes we are following contract language. I will clarify not later than Monday. A 7th group booked for SWO has asked for their deposit back, they were denied.

More to come.

Donnie

Sent from my iPad

On Jan 24, 2014, at 5:50 PM, "Atchison, Jim" [REDACTED] wrote:

How does 6 cancellations compare to the same point in time in years past? Have these parties specifically referenced BF without prompting? I could see this cited as a convenient excuse. What are we doing with deposits?

From: Taylor, Tony
Sent: Friday, January 24, 2014 05:21 PM Eastern Standard Time
To: Mills, Donnie
Cc: Heaney, Jim; Atchison, Jim
Subject: RE: CATERING IMPACT DUE TO BF

Do we know the dates of these cancelations?

From: Mills, Donnie
Sent: Friday, January 24, 2014 4:39 PM
To: Atchison, Jim; Heaney, Jim; Taylor, Tony
Subject: FW: CATERING IMPACT DUE TO BF

The impact of our detractors has found its way to caterings. To date we have 6 cancellations.

I will keep you posted if this trend continues.

Donnie

From: Ngo, Andrew
Sent: Friday, January 17, 2014 3:57 PM

To: Mills, Donnie; Larocca, Patricia
Cc: Wright, Siobhan; Allgood, David
Subject: CATERING IMPACT DUE TO BF

Donnie,

Attached is the info you asked for regarding impact on catering due to BF. Let us know if you need additional info. Will update as needed. Did confirm with Tom Pfordresher that we have not lost any events in Tampa.

Thanks

From: Mills, Donnie [REDACTED]
Sent: 1/24/2014 9:39:18 PM
To: Atchison, Jim [REDACTED]; Heaney, Jim [REDACTED]; Taylor, Tony [REDACTED]
Subject: FW: CATERING IMPACT DUE TO BF
Attachments: Catering Impacts.xls

The impact of our detractors has found its way to caterings. To date we have 6 cancellations.
I will keep you posted if this trend continues.
Donnie

From: Ngo, Andrew
Sent: Friday, January 17, 2014 3:57 PM
To: Mills, Donnie; Larocca, Patricia
Cc: Wright, Siobhan; Allgood, David
Subject: CATERING IMPACT DUE TO BF

Donnie,

Attached is the info you asked for regarding impact on catering due to BF. Let us know if you need additional info. Will update as needed. Did confirm with Tom Pfordresher that we have not lost any events in Tampa.

Thanks

Provided in Native Format

EXHIBIT 5

(Re-filed pursuant to the Court's Order (ECF No. 248))

Message

From: Jacobs, Fred [REDACTED]
Sent: 12/6/2013 9:19:39 PM
To: Gollattscheck, Nick [REDACTED]
Subject: RE: Willie Nelson on CNN?

This whole fucking thing pisses me off. What relentless amateurism we've shown in booking these fucking people and managing the whole fucking chocolate mess. All of this could have been easily avoided. To wit:

"Willie, on our best day SeaWorld is controversial, but right now we're being attacked from all sides. We are positively radioactive. If you don't want SeaWorld stink on you, we have to know now and we'll walk away."

And then the kicker:

"Oh, yes. Willie and his people will say it's a scheduling conflict."

God we look like idiots.

From: Gollattscheck, Nick
Sent: Friday, December 06, 2013 4:10 PM
To: Jacobs, Fred
Subject: Re: Willie Nelson on CNN?

Stand by.

Nick Gollattscheck
(From Blackberry)

From: Jacobs, Fred
Sent: Friday, December 06, 2013 04:08 PM
To: Gollattscheck, Nick; Koontz, David; Carter, Brian; Claytor, Travis
Subject: FW: Willie Nelson on CNN?

Please forward any photos of Willie Nelson in our parks to me. Thanks.

From: Atchison, Jim
Sent: Friday, December 06, 2013 4:07 PM
To: Clark, Kelly Flaherty; Jacobs, Fred; Gollattscheck, Nick; Boos, Michael
Cc: Taylor, Tony; Kermes, Jill
Subject: RE: Willie Nelson on CNN?

This is very disappointing...and hypocritical. Willie HAS performed at our parks (SWSA, SWO, BGT) on several occasions over the years. He suddenly seems to have issues with the zoological community generally (and us specifically)???

From: Clark, Kelly Flaherty
Sent: Friday, December 06, 2013 4:00 PM
To: Jacobs, Fred; Gollattscheck, Nick; Boos, Michael
Cc: Atchison, Jim; Taylor, Tony; Kermes, Jill
Subject: RE: Willie Nelson on CNN?

<http://www.cnn.com/2013/12/05/showbiz/seaworld-willie-nelson-blackfish/index.html>

From: Jacobs, Fred
Sent: Friday, December 06, 2013 3:57 PM
To: Clark, Kelly Flaherty; Gollattscheck, Nick; Boos, Michael
Cc: Atchison, Jim; Taylor, Tony; Kermes, Jill
Subject: RE: Willie Nelson on CNN?

Sigh.

We'll try to confirm.

From: Clark, Kelly Flaherty
Sent: Friday, December 06, 2013 3:40 PM
To: Gollattscheck, Nick; Boos, Michael
Cc: Jacobs, Fred
Subject: Willie Nelson on CNN?
Importance: High

A trainer of mine just received a note re Willie Nelson being on CNN saying that he is pulling out of SW because we do not treat our whales well....

EXHIBIT 7

(Redacted for re-filing pursuant to the Court's Order (ECF No. 248))

From: Caracciolo, Toni [REDACTED]
[REDACTED]
Sent: 12/2/2013 10:21:05 PM
To: Prather, Terry [REDACTED]; Fletcher, Michael [REDACTED]
CC: Gollattscheck, Nick [REDACTED]
Subject: FW: BNL Coverage
Attachments: BNL canceling coverage.xls

Michael and I participated on a call this a.m. (with Nick, Susan and Muffett). Nick is providing Muffett specific talking points to reach out directly to all the artists we still have booked specifically their agent. She will offer to provide more details regarding our position on Blackfish and if theyd like to speak to someone, Fred or Dr. Dold will be available.

Ideally, this proactive gesture will head off any other potential artist concerns with Facebook posts.

Thanks,
Toni

From: Frey, Peter
Sent: Monday, December 02, 2013 1:27 PM
To: Caracciolo, Toni
Subject: FW: BNL Coverage

Toni

This is unfortunate. Let me know how things progress.

Peter Frey

Senior Marketing Officer
SeaWorld | Discovery Cove | Aquatica

From: Helmstedter, Scott
Sent: Monday, December 02, 2013 12:17 PM
To: Brown, Dan (SEA); Mills, Donnie
Cc: Rearden, Matt; Frey, Peter
Subject: FW: BNL Coverage

Gents-

I'm assuming you're in the loop on below. Jill Kermes and I communicated over the weekend to figure out a strategy to combat not only the Bare Naked Ladies issue but also the potential of losing other artists. There is a meeting with PR and Entertainment now to discuss a strategy to arm the artists management with proper information to combat the negative social media and correct the misconceptions purported by Blackfish.

She and I also discussed using positive social media campaign tactics to bolster our side, although we're not sure what restrictions may be imposed on such tactics by Blackstone. I fear if we don't take action, we'll continue to lose artists and

goodwill with our audience. Further celebrity endorsements of Blackfish or resulting business partner boycotts will continue to damage our reputation.

Scott

From: Wirzman, Dennis
Sent: Monday, December 02, 2013 8:57 AM
To: Helmstedter, Scott
Subject: FW: BNL Coverage
FYI

We are talking at Noon. Ill let you know what we discuss

From: Gollattscheck, Nick
Sent: Monday, December 02, 2013 11:52 AM
To: Fletcher, Michael; Wirzman, Dennis; Kermes, Jill; Jacobs, Fred; Baker, Muffett
Cc: Caracciolo, Toni; Flower, Susan
Subject: BNL Coverage

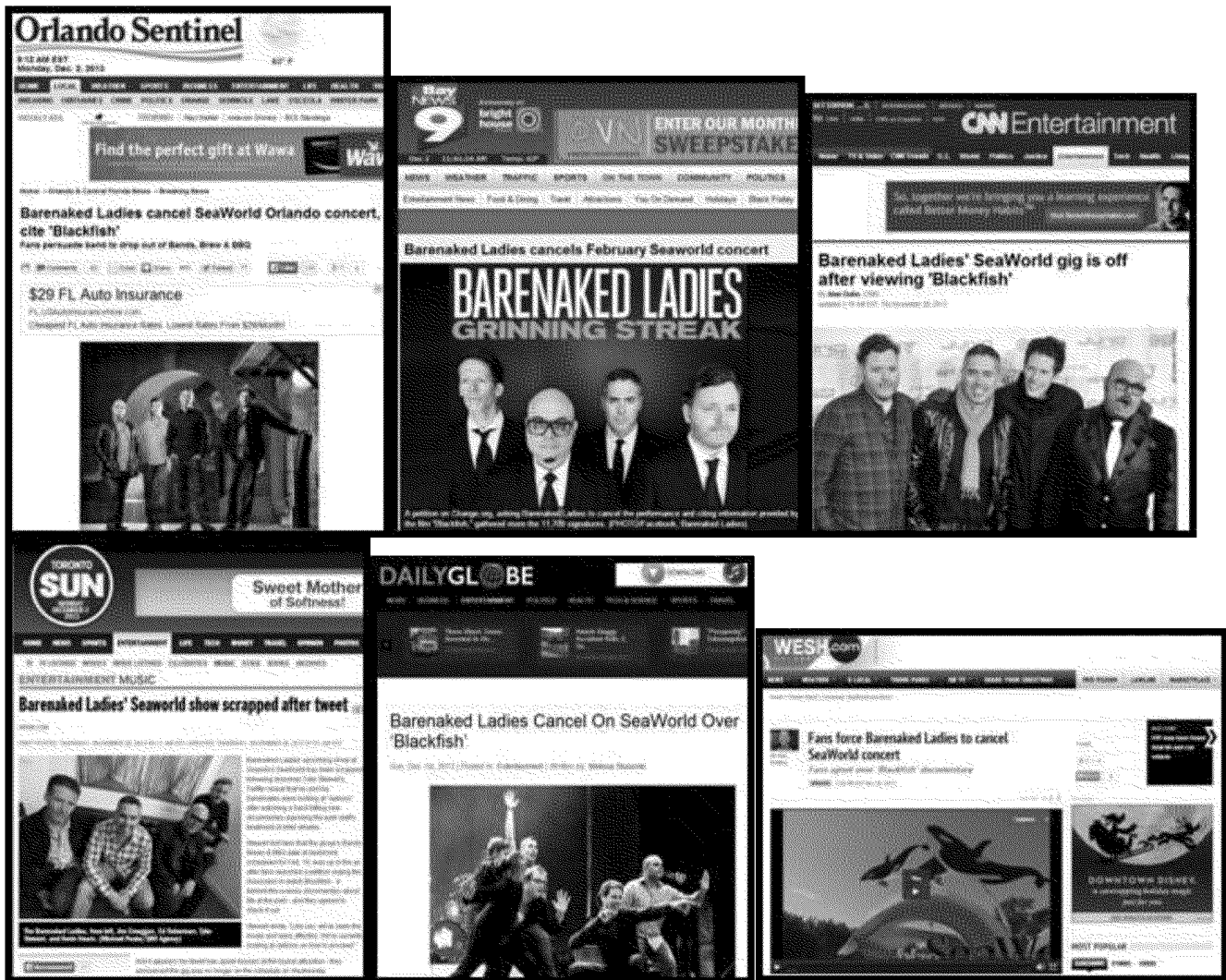
See BNL coverage below.

From: Backus, Laura
Sent: Monday, December 02, 2013 11:48 AM
To: Delgado, Mari; Flower, Susan; Gollattscheck, Nick
Subject: BNL Coverage

Quick Overview:
118 Online Hits (of these, 7 from Canada, 2 from UK)
0 Broadcast Hits

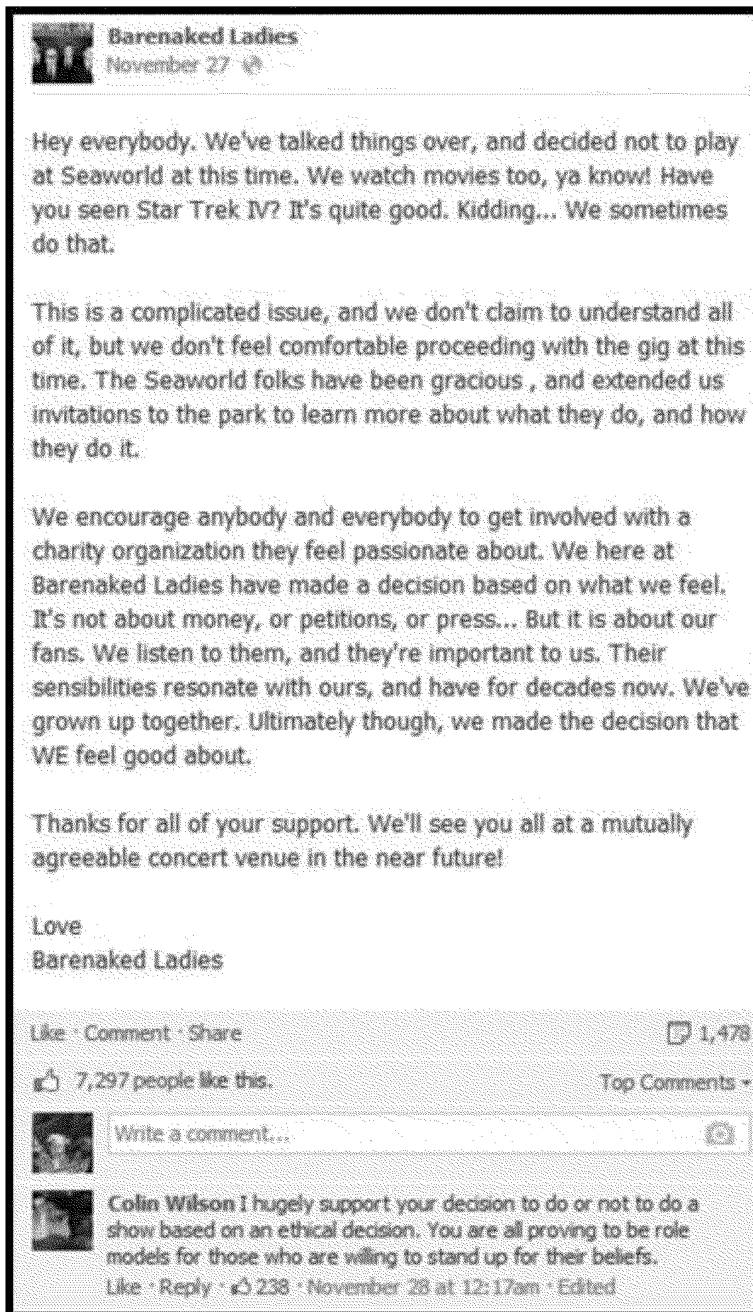
Original Petition:	http://www.change.org/en-CA/petitions/barenaked-ladies-cancel-your-performance-at-seaworld-2
Original BNL Blog Post about canceling:	http://barenakedladies.com/news?h=2013-10-28+13%3A40%3A00&p=1&d=prev

Screen Grabs-



Social Media-

Facebook post: 1578 comments, 1478 shares, 7297 likes



Twitter post: 568 retweets, 562 favorites



EXHIBIT 8

(Redacted for re-filing pursuant to the Court's Order (ECF No. 248))

Message

From: Jacobs, Fred [REDACTED]
[REDACTED]
Sent: 11/1/2013 6:47:40 PM
To: Heaney, Jim [REDACTED]
[REDACTED]
CC: Atchison, Jim [REDACTED]
[REDACTED]; Ballesteros, Gene [REDACTED]
[REDACTED]; Taylor, Tony
[REDACTED]
Subject: RE: Earnings Call

certainly

From: Heaney, Jim
Sent: Friday, November 01, 2013 2:47 PM
To: Jacobs, Fred
Cc: Atchison, Jim; Ballesteros, Gene; Taylor, Tony
Subject: Earnings Call

Fred,

On top of reviewing the script, can you draft a response for Jim on the inevitable "is Blackfish affecting your business?" question on the call and post call meetings? Thanks

EXHIBIT 16

(Redacted for re-filing pursuant to the Court's Order (ECF No. 248))

Message

From: Caracciolo, Toni [REDACTED]
Sent: 5/7/2014 9:20:11 PM
To: Larocca, Patricia [REDACTED]
 [REDACTED] Ngo, Andrew [REDACTED]
CC: Prather, Terry [REDACTED]
 [REDACTED]; Valeriano, Cathy [REDACTED]
 [REDACTED]; Swan, Tim
 [REDACTED]
 Altadonna, Todd [REDACTED]
 [REDACTED]; Dahle, Susan [REDACTED]
 [REDACTED]; Fletcher, Michael
 [REDACTED]
 [REDACTED]; Beddow, Rick [REDACTED]
 [REDACTED]; Bender, Loren
 [REDACTED]
Subject: SEA Culinary / Catering task force
Attachments: ATT33539; ATT40117; ATT61525; ATT30148; ATT82520
Importance: High

Patricia, Andrew,

As I understand Todd and John have been asked to present an update of the SEA Culinary / Catering task force at the June 16th RPM, I think important to update you both on the current SWO convention sales efforts. As well, a good time to include SWO key stakeholders as Tim and Susan have put together impressive and actionable plans for rest of 2014 and more importantly setting the stage for 2015 sales.

The business is certainly off this year attributed to several factors mostly losing a major group due to One Ocean closure as well as Blackfish negative publicity issues.

We would like you to attend (in person) the meeting we've set for Monday, May 12 at 4 p.m. SWO Admin conference room, to ensure you have a full understanding of both the sales as well event services efforts driving the Orlando Parks convention business.

Please feel free to reach out to Tim or me with any questions.

Thanks,

Toni Caracciolo | Vice President

SEAWORLD PARKS & RESORTS



Marketing & Sales

SeaWorld Parks & Entertainment Inc., Orlando



EXHIBIT 18

(Redacted for re-filing pursuant to the Court's Order (ECF No. 248))

Message

From: Gollattscheck, Nick [REDACTED]
[REDACTED]

Sent: 12/24/2013 1:02:43 PM

To: DL-SWO Orl Pks Mktg [REDACTED]
[REDACTED]; DL-SWO VP's [REDACTED]
[REDACTED]; DL-SWO Orl Pks Mktg Leadership
[REDACTED]
[REDACTED]; [REDACTED]; Jeansonne-Becka, Aimee [REDACTED]
[REDACTED]; Kermes, Jill
[REDACTED];
Jacobs, Fred [REDACTED]
[REDACTED]; Frey, Peter [REDACTED]
[REDACTED]

Subject: Sentinel Poll

<http://www.orlandosentinel.com/news/opinion/os-poll-blackfish-20131212,0,4251864.poll> - the Sentinel poll is still running. Let's keep flooding it. Have also heard if you click "no," then click on "vote" multiple times, it will count multiple votes. Like a hundred or so.

Happy holidays and keep voting.

Ho ho vote.