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CONTACT:

Cassandra Okon, PR Manager
585-599-5139
Cokon@GoDarienLake.com

**DARIEN LAKE THEME & WATER PARK RESORT APPOINTS
NEW GENERAL MANAGER & MARKETING DIRECTOR**

30-Year Industry Veteran Bob Montgomery to Lead Park

DARIEN CENTER, NEW YORK (January 17, 2012) – Darien Lake Theme & Water Park Resort (Darien Lake) has named **Bob Montgomery as the park's new vice president and general manager**. Montgomery has been employed by Herschend Family Entertainment (HFE), the management company of Darien Lake, for over a decade. Prior to HFE, Montgomery worked as vice president of operations and development at LEGOLAND, director of operations at Toronto's C.N. Tower and director of attractions at Canada's Wonderland, the top two attractions in Canada.

Darien Lake also appoints marketing veteran and Rochester, New York, native **Steve Hallowell as director of marketing**. He has 25 years of marketing experience and a long tenure at Eastman Kodak Company in Rochester, most recently serving as director of consumer experience marketing.

"The combination of entertainment and accommodations offered at Darien Lake are unique in the industry, and I am excited about this opportunity," said Montgomery. Prior to moving to Darien Lake, Montgomery worked at Wild Adventures, also an HFE property, as vice president and general manager. "The community has a lot of enthusiasm for Darien Lake, and I look forward to leading this great vacation destination, especially as we introduce three new family rides this year."

In his new role, Montgomery oversees all aspects of the park. Chris Thorpe now serves as assistant general manager at the park, reporting directly to Montgomery. Thorpe is responsible for employee development and relations.

Steve Hallowell leads the marketing department with a unique local perspective. "I look forward to working with the marketing team and the Buffalo and Rochester communities to attract even more guests to our park and accommodations," said Hallowell. "As a father of two teenage boys who love to visit the park with their friends, this job definitely promotes me to cool dad."

About Darien Lake Theme & Water Park Resort

Darien Lake Theme & Water Park Resort is where families *Play Together. Stay Together.*SM Located near Buffalo, Darien Lake is New York State's largest theme and water park resort featuring six world-class roller coasters, dozens of family rides, SplashTown water park, the area's largest water park, and live entertainment. The all-inclusive resort includes a variety of accommodations including the Lodge on the Lake Hotel with Forts-o-Fun suites, Brown Bear Cabins, RV sites and campgrounds. It is also home to a 20,000-seat performing arts center featuring some of today's hottest musical acts.

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