



April 4, 2017

Wang Yonghong
President and Director
Zhonghong Zhuoye Group Co., Ltd.
c/o Xuejun Wu, Board Secretary

Via e-mail: wuxuejun@zhonghongholdings.com

Dear Mr. Yonghong,

We're writing on behalf of People for the Ethical Treatment of Animals (PETA) and its more than 5 million members and supporters worldwide—as well as Earth Island Institute, Sea Shepherd Global, the Animal Legal Defense Fund, the Kimmela Center for Animal Advocacy, In Defense of Animals, and Sonar—regarding Zhonghong Zhuoye Group's agreement to purchase The Blackstone Group's stake in SeaWorld. We urge you to keep animals out of any parks that you may open in China, Hong Kong, Macau, or Taiwan and to focus instead on innovative, exciting, state-of-the-art, *non*-animal attractions that more aware and compassionate people want these days.

Nearly 40 orcas have died on SeaWorld's watch, and it still holds more than 20 in captivity. Denied the freedom of the ocean, these intelligent, family-oriented animals float listlessly or swim in circles in small, barren concrete tanks. Stress and the absence of intellectual stimulation take a toll on their physical and mental well-being, as well as that of the captive bottlenose dolphins, beluga whales, and other animals at the company's parks.

SeaWorld's lack of vision and its refusal to move the animals to seaside sanctuaries, where they can be monitored and experience the freedom that they've been denied, have not gone unnoticed by visitors and the media, leading to massive public disapproval, bad publicity, and low stock prices. Ticket sales are at their lowest point since the 2013 release of *Blackfish*, the documentary that lifted the curtain on SeaWorld's cruelty. Attendance by members with annual passes at the company's flagship park in Orlando, Florida, dropped 14 percent in 2016 from the previous year. SeaWorld finished 2016 with a net loss of \$12.5 million.

The decline is part of a pattern, but the trend can be reversed. According to a recent poll in the United States, some 70 percent of people with children—SeaWorld's key demographic—would be more likely to visit the parks if the orcas were moved to sanctuaries. Among previous visitors, 62 percent said that they'd be *more* likely to return if the orcas were removed.

Thank you for your time and careful consideration of this important issue. We look forward to discussing it with you soon or to receiving word that you won't have animals in any new parks.

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Sincerely,

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