

## PACIFIC COAST FOAM HELPS BRING SEAWORLD'S ALL-NEW PETS RULE! ANIMAL SHOW EXTRAVAGANZA TO LIFE WITH COLORFUL OVERSIZED FOAM PROPS

SAN DIEGO — August 22, 2002 — Giant tuna cans, a four-foot tall dog food bowl and a six-foot tall fire hydrant are just a few of the distinctive and colorful oversized thematic props manufactured by San Diego's Pacific Coast Foam (PCF) that have helped to bring SeaWorld's all-new Pets Rule! animal show and extravaganza to life, according to Scott J. Buckley, vice president of sales and marketing for PCF, San Diego's largest supplier and installer of expanded polystyrene (EPS) foam architectural products and themed elements.

In addition to the dog food bowl (complete with giant dog food nuggets), the fire hydrant and tuna cans, PCF also provided three giant sardine cans, a three-foot-tall fire hydrant for the gift shop, an eight-foot-tall milk bottle, a six-foot tall juke box and a seven-foot tall radio tower, and a four-foot-wide dog tag which displays the Pet's Rule! show times. Pet's Rule! is SeaWorld's newest show where cats, dogs and even pigs are in-charge. Nearly every one of the canines and felines featured in the show were adopted from shelters and rescue organizations — that's nearly 60 cats and 40 dogs, and several pigs. The pet's backyard paradise includes three to climb, a fence to balance on, a dog house for some R&R and fire hydrants.

"We are very pleased to have the opportunity to work with the professional creative team at SeaWorld to bring their vision of Pet's Rule! to life with the help of our fun, colorful and playful oversized foam props," Buckley said. "With the addition of SeaWorld as a client, we feel that we now have an emphasis and a capability of bringing the most elaborate special events, trade shows and entertainment venues to life with our thematic props and products."

"We developed a very unique partnership with Pacific Coast Foam -- one that enabled our staff to work very closely with them to bring these props to life — from conceptual artistic drawings to colorful and exciting three-dimensional foam figures," said Duane Geffre, SeaWorld's director of creative services. "The quality of PCF's product, their open communication style and their ability to react quickly to challenges unique to the amusement park environment certainly impressed our creative services team. And the fact that the general public just loves the Pets Rule! props is another major plus. We look forward to continuing our partnership with PCF."

PCF and PCF/Install are located at 8585 Miramar Place, San Diego 92121. The telephone number is (858) 455-1274 or the company can be reached toll-free at 888-511-FOAM (3626).

