



Mr. Joel K. Manby
CEO & President
SeaWorld Entertainment, Inc.

October 16th, 2015

Sent: FedEx & Email

Re: \$1,000,000 Kick-Start Pledge

Dear Mr. Manby,

I am the Founder and CEO of Munchkin, Inc., a leading supplier of infant and toddler products in the United States and a growing international brand. At Munchkin, we are always looking for innovative ways to address the needs of parents and children, and believe we have a responsibility to the environment and the future we leave our children.

I have been closely watching SeaWorld's fortunes over the last few years and the spotlight it has received on the issue of orcas in captivity. The recent California Coastal Commission's ban of captive breeding, as a condition of SeaWorld building a much larger orca holding facility, further reinforces changing social mores. I have developed over the last year a strong interest in orca conservation and welfare and have come to my own conclusion that these incredible creatures are too large, too mobile and too strongly bonded to their wild families to be suited to a life in captivity. The science I have seen seems to support that conclusion. I am now among a rapidly growing number of people around the United States (and, in fact, the world), who have enjoyed vacations to SeaWorld parks but who now question that choice of family vacation.

I would support SeaWorld again if the company would consider a new and innovative approach to its orca displays. There are growing number of initiatives around the world that seek to address concerns about the keeping of whales and dolphins in captivity and that propose an alternative future to the current park display model. These initiatives promote ocean sanctuaries or sea pens in natural coastal waters, where individual whales and dolphins could live out their lives with more choice, more freedom and yet still be seen by visitors, ready to be educated about these amazing creatures.

Munchkin would like to participate and be part of the solution by providing financial support to a coastal sanctuary project for captive orcas. Munchkin is pledging to donate \$1,000,000 to the global wildlife protection organization, Whale and Dolphin

Conservation ("WDC" – www.whales.org), to kick-start a fund to locate and build an orca ocean sanctuary if SeaWorld would contractually agree to bring the orca Tilikum to the sanctuary upon completion. It appears that Tilikum over the last few years is performing less in public and would greatly benefit from living his remaining life in a large coastal sanctuary.

During Pope Francis' recent address to the United Nations on September 25th, 2015, he stated, "We human beings are part of the environment. We live in communication with it, since the environment itself entails ethical limits which human activity must acknowledge and respect." Pope Francis went on to say that any harm done to the environment, therefore, is harm done to humanity. Every creature, particularly a living creature, has an intrinsic value, in its existence, its life, its beauty and its interdependence with other creatures.

Munchkin has been making baby products for almost 25 years and lives by its motto, "It's the little things." The entire Munchkin team believes with success comes an absolute obligation to ensure we contribute to a world and a sustainable environment for future generations. I hope SeaWorld will work closely with WDC and Munchkin in making a coastal sanctuary a reality by agreeing that Tilikum will be its first occupant.

I look forward to hearing from you and further discussing Munchkin's \$1,000,000 pledge offer.

Sincerely,



Steven B. Dunn
Founder & CEO

Cc; Chris Butler-Stroud - WDC