



Contact: Lisa B. Rau
(417) 338-8211
(417) 294-7586
Lrau@Silverdollarcity.com

**Herschend Family Entertainment's
President and Chief Executive Officer Featured on the
CBS Hit Show UNDERCOVER BOSS**

*Episode includes segments filmed at
Silver Dollar City and Showboat Branson Belle*
**AIR DATE: Sunday, March 28,
9 p.m. EST / 8 p.m. CST on CBS**

Branson, MO 3/22/2010 – Joel Manby, president and CEO of Herschend Family Entertainment (HFE), which owns and operates Silver Dollar City and Showboat Branson Belle, is featured this Sunday, March 28 on the CBS hit show **UNDERCOVER BOSS**. Each week, UNDERCOVER BOSS follows a different executive as they leave the comfort of their corner office for an undercover mission to examine the inner workings of their companies. While working alongside their employees, they see the effects their decisions have on others, where the problems lie within their organizations and get an up-close look at both the good and the bad while discovering the unsung heroes who make their companies run.

“UNDERCOVER BOSS gave us the chance to see if we were delivering on what we feel makes HFE different – our people, our ‘Servant Leadership’ philosophy, and ‘Core Values.’ Additionally, we knew that our employees’ dedication and passion to our company’s mission to ‘Create Memories Worth Repeating’ would be evident,” said Manby. “We’re proud nearly 50 percent of our full-time employees have worked for HFE for more than a decade. We were eager to discover what we could or should do differently to continue to make HFE a great place to work for great people.”

HFE develops and operates entertainment, tourism and hospitality properties that currently span 24 locations in nine states and is widely recognized as the premier privately held theme park operator in the U.S. The 50-year-old company is committed to creating wholesome, immersive family entertainment experiences. Of the jobs Manby worked, these properties are featured on the show: Silver Dollar City and Showboat Branson Belle in Branson, Missouri; Adventure Aquarium in Camden, New Jersey; and Ride The Ducks at Stone Mountain Park in Atlanta, Georgia.

--MORE--

**Herschend Family Entertainment's President and Chief Executive Officer
Featured on CBS Hit Show UNDERCOVER BOSS
Page 2**

HFE's Servant Leadership philosophy drives the company leadership to always put the welfare and well-being of its guests and employees first. Part of its Core Values is to serve others by empowering employees, working as a team and by being patient, kind, humble, respectful, selfless, forgiving, honest and committed. The company is also committed to being a family-friendly corporation that is a great place to work.

HFE was founded and is still privately owned by the Herschend family. Brothers Jack and Pete Herschend are co-founders of the company. In 2004, the brothers were inducted into the Hall of Fame of the amusement industry's largest organization worldwide, the International Association of Amusement Parks and Attractions (IAAPA), for their strategic vision and leadership in the theme park industry. Over the years, HFE's many properties have been internationally lauded numerous times for excellence in theme, presentation and operations.

HFE owns, operates or partners in 24 properties in nine states. HFE's original park is Branson, Missouri's Silver Dollar City theme park. In Branson, the company also owns and operates Showboat Branson Belle lake attraction, White Water water park and The Wilderness at Silver Dollar City campground. HFE is an operating partner with Dolly Parton in the Dollywood Company, which owns the Dollywood theme park and Dollywood's Splash Country water park, both in Pigeon Forge, Tennessee. The Dollywood Company is also the largest shareholder in the Dixie Stampede dinner attractions located in Branson, Pigeon Forge and Myrtle Beach. In Georgia, HFE operates Atlanta's Stone Mountain Park in conjunction with the State of Georgia, and owns Wild Adventures Theme Park in Valdosta. HFE also owns Adventure Aquarium in Camden, New Jersey and the Newport Aquarium in Newport, Kentucky, as well as Ride The Ducks amphibious tours in Branson, Philadelphia and San Francisco. Ride The Ducks also operates at Newport Aquarium and Stone Mountain Park in Atlanta.