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Georgia Aquarium's AT&T Dolphin Tales Makes Debut Splash

Atlanta, Ga. (March 31, 2011) – Georgia Aquarium is proud to announce the debut of the much-anticipated AT&T Dolphin Tales gallery and show on Saturday, April 2. Dedicated to inspiring memorable connections between humans and dolphins, AT&T Dolphin Tales strives to create a greater understanding of these magnificent animals and to develop a lasting legacy for the conservation of dolphins and other marine mammals.

“The new gallery and show is an important addition and expansion of Georgia Aquarium’s focus on the care of marine mammals,” said David Kimmel, president and chief operating officer for Georgia Aquarium. “This commitment began with the opening of the Aquarium in 2005 when the beluga and sea otter exhibits were first featured. AT&T Dolphin Tales represents nothing less than the next level of engaging the public to care about these animals.”

Serving as a moving tribute to the beauty and grace of dolphins, the 84,000-square-foot AT&T Dolphin Tales exhibit uses entertainment to educate audiences with dynamic performances by a live actor, trainers and charismatic animals and effects utilizing light, water, video, sound and dramatic costuming, all set to the storyline of a professionally orchestrated soundtrack.

The spectacular 25-minute show, created specifically for Georgia Aquarium, is narrated by the show’s lead character, the StarSpinner, a mysterious adventurer and storyteller who leads the audience through an interactive journey across the oceans and through the ages. Throughout a mythical journey of good versus evil, aided by the guidance of the dolphin cast and engaging audience interactions, guests will be on the edge of their seats one moment, and soothed by an aquatic ballet the next.

Emmy award-winning producers and directors developed the production in concert with a world-class team of talented individuals, assembled from the worlds of television, film and Broadway. An original musical score was written and composed by renowned composer Tim Williams, and recorded by a 61-piece orchestra at Sony Pictures Studios in Los Angeles as a tribute to the beauty and whimsy of the dolphins.

All Georgia Aquarium guests can get an up-close look at the naturally playful behaviors of the Atlantic bottlenose dolphins through a 25-foot-long acrylic viewing window located in the gallery lobby. Periodic dolphin viewing is included with Georgia Aquarium general admission. Entrance to the AT&T Dolphin Tales gallery is included with Georgia Aquarium general admission. An AT&T Dolphin Tales ticket is required in order to see the live show.

Through AT&T Dolphin Tales and its many other programs, Georgia Aquarium seeks to educate audiences on the importance of embracing aquatic animals, motivating viewers to care about them and inspiring them to make positive environmental choices. AT&T, a sponsor of the Aquarium's Deepo's Undersea 3D Wondershow since 2005, is the new sponsor of the AT&T Dolphin Tales gallery and theater. AT&T recently completed an expansion of its Distributed Antenna System (DAS) inside the Aquarium to include the AT&T Dolphin Tales gallery and theater. A DAS consists of several strategically-placed antennas that distribute AT&T's wireless network coverage throughout the Aquarium, providing for more efficient management of wireless capacity in heavily-trafficked areas.

Tickets to the AT&T Dolphin Tales show are now available at georgiaaquarium.org. Walk-up tickets will be in short supply. To ensure a seat at this spectacular production, guests are requested to book their seats in advance. Ticket packages including admission to the Aquarium and AT&T Dolphin Tales start at the following rates: Adult, \$37.45; Child (age 3-12), \$25.95; Senior (age 65 and up), \$30.45.

About Georgia Aquarium

Georgia Aquarium in Atlanta, Georgia, is the world's largest with more than 10 million gallons of water and the largest collection of aquatic animals. The mission of Georgia Aquarium is to be an entertaining, educational and scientific institution featuring exhibits and programs of the highest standards; offering engaging and exciting guest experiences promoting the conservation of aquatic biodiversity throughout the world. Georgia Aquarium is an accredited member of the Association of Zoos and Aquariums and the Alliance of Marine Mammal Parks and Aquariums. For additional information, visit www.georgiaaquarium.org.

About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile broadband and emerging 4G capabilities, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse® and AT&T DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising.

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