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INNOVATIVE ATTRACTION MANAGEMENT, LLC to provide their Elite Aquatic Risk Prevention Program to ATLANTIS PARADISE ISLAND, BAHAMAS!

Windermere, FL (July 28, 2014) – Innovative Attraction Management, LLC (IAM) announces a partnership with Atlantis, Paradise Island to provide the IAM Elite Aquatic Risk Prevention program at the destination resort location in the Bahamas. Their exceptional aquatic guest experience includes an unprecedented 141-acre waterscape, **Aquaventure**. This non-stop water experience, containing 7 million gallons of water, consists of thrilling water slides, a mile-long river ride with high intensity rapids and wave surges, 11 pools, a life-size replica of a Mayan Temple, a 7-acre snorkeling lagoon, a lazy river and never-before-seen special effects that add an extreme level of excitement to the overall experience.

IAM and Starfish Aquatics Institute, LLC (SAI) formed a broad strategic alliance using their complementary strengths and expertise to create a new option for aquatic training and elite risk prevention services. The IAM Elite Aquatic Risk Prevention Program utilizes SAI's StarGuard lifeguard program as its foundation. SAI's programs have been in use in all 50 states in the United States and around the world since the agency was formed in the late 90's, and together the two organizations provide the aquatic industry with client-based and cost-effective services that set the industry standard.

"We are incredibly fortunate to have this opportunity to partner with the team at Atlantis, Paradise Island" IAM President Mike Friscia said. "Their facility is incredibly unique that exceeds their guests expectations and we are prepared to exceed Atlantis expectations with the implementation of the IAM Elite Aquatic Risk Prevention program".

The Elite program has the following features and is designed for water park and resort clients:

- Exceeds recognized safety standards
- Audit reviews for both lifeguards and dispatch positions
- Aquatic incident investigation support
- Litigation support
- Annual pre-season park inspection and in-service training session
- IAM/StarGuard Instructor and Instructor Trainer sessions that fit the needs of the client
- Experiential, objective-based training that results in a certificate of completion and a site-specific license and accountability program.

In addition to Mike Friscia, the IAM team includes industry veteran and former Walt Disney World Resort Recreation leader James Harhi and former Ellis & Associates executive Michael Oostman. Jill White,

Founder of SAI and internationally recognized expert in aquatic risk management provides IAM Clients her expertise through SAI's strategic alliance with IAM.

ABOUT INNOVATIVE ATTRACTION MANAGEMENT

Innovative Attraction Management is a Florida based company focused on providing turn-key Attraction Management, Amusement Industry Consulting Services and **an Elite Aquatic Risk Prevention program**. IAM is currently provides services to clients in the domestic US and Internationally. www.i-amlc.com

ABOUT ATLANTIS, PARADISE ISLAND RESORT, THE BAHAMAS

Atlantis, Paradise Island is a unique, ocean-themed destination located on Paradise Island, The Bahamas, and features a variety of accommodations, all built around a 141-acre waterscape comprised of over 20 million gallons of fresh and saltwater lagoons, pools and habitats. Home to the largest open-air marine habitat in the world, there are over 50,000 marine animals in lagoons and displays, including The Dig, a maze of underwater corridors and passageways providing a journey through ancient Atlantis. Atlantis is home to Aquaventure, a non-stop water experience consisting of thrilling water slides, a mile-long river ride with high intensity rapids and wave surges, and never-before-seen special effects. Dolphin Cay, the resort's interaction and education center, was created with the goal of enlightening visitors about the wonders of these remarkable ocean inhabitants.

The Cove Atlantis, a 600-room resort, features oversized rooms with a step down living space, spectacular designs by acclaimed interior architects Jeffrey Beers and David Rockwell, unprecedented services and amenities, private all-adult and family pools, lavish cabanas and breathtaking views of the ocean. Atlantis is also known as THE culinary destination in The Caribbean with a collection of restaurants from world-renowned chefs including Nobu, Matsuhisa, Jean-Georges Vongerichten, Bobby Flay and Todd English. The resort boasts an impressive collection of luxury boutiques and shops, casino, and the largest conference center, meeting and convention facilities in The Caribbean. For further information about Atlantis, Paradise Island; call 954-809-2000 or visit Atlantis.com. For reservations, call your travel agent or 800-ATLANTIS.

Both low and high resolution color photography of Atlantis, Paradise Island is available at news.atlantis.com. If you are new user to this site, please complete the online registration to be granted access to the online newsroom. Atlantis can be found on Facebook at www.facebook.com/Atlantis and on Twitter at www.twitter.com/AtlantisResort.

