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**MARY ANN POWELL
CHIEF EXECUTIVE OFFICER**

Biography

Mary Ann Powell, CEO, has spent more than 19 years taking Pacific Park® on the Santa Monica Pier, LA's only admission-free amusement park, to new heights. With her sights set on improved profitability, streamlined operations and exceptional guest service, she has led the way for 21 new amusement rides and attractions, complete midway games refurbishment, creation of a new "Family-Share" rides area, and the renovation and branding of the oceanfront food plaza.

Powell's strategic vision and creative marketing skills have generated record setting EBITDA growth for the organization since she joined the team in 1997. She also implemented an industry leading customer service program for Park employees. The Santa Monica Pier, home to Pacific Park, plays host to more than 8 million visitors annually.

In 1994, Powell was Vice President of Sales and Marketing for Paramount's Great America in Santa Clara, Calif. She was responsible for all advertising, public relations, promotions and group sales. Paramount's Great America enjoyed its largest single season attendance to date of 2.5 million visitors during Powell's tenure.

For over eight years, she served as Vice President of Corporate Marketing for Medieval Times Dinner & Tournament. Under Powell's direction, the themed dinner attractions were successfully launched in Dallas, Texas; Meadowlands, N.J.; and Schaumburg, IL.

Prior to joining Medieval Times, she held the position of public relations manager for Six Flags Movieland Wax Museum in Buena Park, Calif., from 1981 to 1983.

Powell currently serves on the board of directors and the executive committee of Special Olympics Southern California and the Santa Monica Chamber of Commerce as vice chairman. She is past chairman of the board of the Santa Monica Convention and Visitors Bureau.

She has a Master of Arts degree in business communications from the University of La Verne and completed undergraduate work at the University of San Diego.

In her free time Powell enjoys water sports, various outdoor activities and traveling. She resides in Palos Verdes, Calif., with her family.