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*****News Release*****

SAN FRANCISCO ZOO ANNOUNCES NEW RAINFOREST ADVENTURE WIN A CHANCE TO NAME THE GIANT GREEN ANACONDA

SAN FRANCISCO (September 17, 2010) – Grab your pith helmet and head to the San Francisco Zoo for a tropical rainforest journey. The San Francisco Zoological Society will celebrate the opening of its Rainforest Adventure Maze exhibit on September 19, 2010. The new interactive exhibit is located in the Zoo's historic South American Tropical Forest, which has been closed for construction.

The exciting Rainforest Maze will engage visitors in the story of the rainforest, reveal its incredible yet fragile biodiversity, while instilling a conservation ethic. The journey begins in the treetops surrounded by images of migratory birds and radiant sunlight. In an effort to reach the forest floor, visitors answer questions about the rainforest. Incorrect answers lead to dead-ends while correct answers lead them deeper into the four layers of the rainforest: emergent, canopy, understory and forest floor. Visitors will have the chance to swing like spider monkeys, go on a rainforest scavenger hunt, discover a beetle that can carry over 850 times its own weight, and more.

To kick off the Rainforest Maze festivities, the Zoo will hold a naming contest for its 16-year-old male anaconda beginning September 13 through October 8, 2010. The return of the anaconda to its home in the South American Tropical Rainforest is highly anticipated, as this enormous snake is a Zoo favorite among visitors. The anaconda will be on exhibit in the South American Tropical Forest along with other frogs and turtles, which will bring the rainforest to life.

The Name the Anaconda contest is open to children five years and older and adults residing all over the world. People can enter online at www.sfzoo.org and at various locations on-site at the San Francisco Zoo. The Zoo is asking entrants to give the anaconda a native name that highlights or is reflective of the South American culture and region.

One winner will be chosen via random drawing from all eligible entries. The winner will not only have the rights to name this handsome anaconda, but will also receive FREE entry to the Zoo for 10 family or friends for a unique behind-the-scenes experience at the South American Tropical Rainforest, a private rainforest maze experience and a meet-and-greet with the anaconda curator or keeper.

San Francisco Zoo Members will have exclusive access to the South American Tropical Forest and the Rainforest Adventure Maze this Saturday, September 18 from 10:00 a.m. to 4:00 p.m. On Sunday, August 19 it will open to the general public from 10:00 a.m. to 4:30 p.m. The exhibit will remain open at the Zoo through January.

To enter the Name the Anaconda contest or learn more about the Rainforest Adventure Maze visit www.sfzoo.org.

About the San Francisco Zoo

Encompassing 100 acres, the historic San Francisco Zoo is Northern California's largest zoological park. The Zoo is home to exotic and rescued animals from all over the world and is located across from the Pacific Ocean. The African Savanna offers a multi-species landscape with giraffes, zebras, kudu, ostriches and more. Go nose to nose with famed grizzly sisters Kachina and Kiona at Grizzly Gulch; watch lemurs leap through the largest outdoor lemur habitat in the country; visit Penguin Island; marvel at our troop of gorillas; and feed farm animals in the popular Children's Zoo. Take rides on one of the world's only old-fashioned miniature steam trains and the historic Dentzel Carousel. The Zoo is open daily from 10:00 a.m. to 5:00 p.m. and is located at 1 Zoo Road, San Francisco (415) 753-7080. Visit www.sfzoo.org for more information.