August 26, 2013

Dear Friend of Answers in Genesis,

I’m writing to announce an exciting new opportunity to be a part of the Ark Encounter project.

Late last year after the U.S. Supreme Court upheld the “Obamacare” health care legislation, our legal counsel informed us of the critical impact that the legislation was to have on the Ark project under its previous funding structure.

In large part because of AiG’s strong biblical stand against the Obamacare legislation’s mandated coverage of abortion-causing drugs, AiG pursued a change in the Ark Encounter funding structure that now includes a bond investment opportunity for you to consider.

Actually, God has used this legislation for good! Because of the changes we have had to make (which have taken several months behind the scenes), our stand has created an exciting opportunity for you. Now you will be able to invest in what I believe to be one of the most thrilling outreaches to challenge church and culture in the USA and worldwide concerning the authority of the Word of God and the saving gospel.

America’s Research Group has projected that up to two million people will visit the Ark in the first year, a majority of which will be unchurched. How many Christian facilities have the opportunity to reach that many people with the truth of God’s Word? What a Kingdom opportunity for you. I urge you to prayerfully consider investing in this evangelistic outreach to the world.

Enclosed you will find a 4-page executive summary of the Ark Encounter vision. It also includes preliminary information about the upcoming investment bond offering for the Ark project that is planned for late October - early November.¹

If you are interested in getting more information about the Ark bond offering and how you can invest, you may go to the Ark bond information web page (www.ArkBonds.com) as indicated on the back of the executive summary and register to access the information.²

Since the time period to purchase the bonds will likely be under two weeks at the end of October, it is recommended that you register online before October to receive the bond offering information if you are interested in investing.
I also encourage you to join me here in the Cincinnati/N. Kentucky area for one of two special events on either October 4 or 5, 2013 that will share the evangelistic vision of the Ark Encounter and the related Ark bond opportunity.

Enclosed you will find a summary agenda for these events and details on how to RSVP (please note that space is limited, so please reserve your spot early).

If you are not able to come in person, we will be recording the live webcast of the presentations on Friday, Oct. 4 and make them available online for you to watch anytime afterwards at AnswersInGenesis.org/live/private/. When you go to this page, you will see a prompt to log in to your AiG account. If you don’t have an AiG account, you will see an option where you can quickly register for immediate access.

I’ve also enclosed a DVD that Joe Boone, our VP of Advancement, and I recorded a few months ago about the vision and funding of the project (you can also watch it online at AnswersInGenesis.org/live/private/). Additionally, I have provided a booklet that gives a beautiful overview of the exhibits that will be on display in the Ark. You can also learn more about the project on the ArkEncounter.com website.

We are excited about how the Lord is leading us in the Ark Encounter project. I hope you can join us on either October 4 or 5 (in person or online) and prayerfully consider how you might be a part of this incredible outreach.

Sincerely in Christ,

Ken Ham
President/CEO

1 The materials enclosed are for informational purposes only and do not constitute an offer to sell or the solicitation of an offer to buy any securities. The bonds will be offered by means of a formal bond offering and in accordance with Federal and State securities laws.

2 Investment in Ark bonds is not appropriate for everyone and entails a level of risk. The Ark bonds will be secured solely by the Ark Encounter project and will not be an obligation of Answers in Genesis. You should consult with your personal financial advisors regarding any investment in the Ark bonds.
Summary Agenda for Ark Vision & Bond Info Events on October 4 and 5, 2013 (agenda is identical both days)

Please join Ken Ham and other leaders of the Ark Encounter project in the Cincinnati/N. Kentucky area for one of two special events on either October 4 or 5, 2013. It will share the evangelistic vision of the Ark Encounter and the related Ark bond opportunity.

Patrick Marsh, the Sr. Director of Design of the Ark project, will provide an “inside look” at the extensive plans behind the design and development of the full-scale Noah’s Ark and exhibits—including large scale models that will be on display and an opportunity to visit the beautiful property where the Ark will be constructed.

Joe Boone, our VP of Advancement, will share an overview of the Ark bond offering and have a Q&A time about the bond offering along with a representative of the bond placement agent.

9:30 – 11:00am  Ark Vision & Bond Overview Presentation - Ken, Patrick & Joe
(live webcast on 10/4 only, recorded version available thereafter)

11:00 – 11:45am Individual Q&A time for the Ark bond offering

2:00 – 4:00pm  Ark property open - walk the site where Ark will be built. The Ark design team will be on hand to answer questions. Various refreshment vendors and Ark souvenirs will also be available on site.

Though we can accommodate several hundred people for these events in the Creation Museum’s Legacy Hall, seating will be limited, so we encourage you to RSVP early and no later than September 27 for one of the two Ark vision events. There is no cost to attend these events (it does not include admission to tour the Creation Museum or other ticketed activities). To record your RSVP and ask any questions, please contact Mary Davis at 800-350-3232 x 423 or by email: mdavis@answersingenesis.org.

If you haven’t visited the Creation Museum yet, or if it has been a while since your last visit, now is a great time to come with the recent opening of three new exhibit/attractions at the museum—including a wonderful new dragon/dinosaur exhibit, a striking high-tech insect display, and an exciting zip line and sky bridge adventure tour featuring 23 zip lines covering 2-1/2 miles.

Plan to stay an extra day or two before or after the Ark event to take it all in! To help plan your Creation Museum visit, you can go online to www.CreationMuseum.org/plan-your-visit/.

We have also set up a special discount for admission to the Creation Museum around the dates of these events. You can receive our group discount rates if you purchase your admission tickets online and enter the promo code 695 at the online checkout.
**Ark Project Vision**

To rebuild the Ark, to full-scale biblical dimensions, as a sign to the world that God’s Word is true and its message of salvation must be heeded (Romans 3:4, 5:12). Just as the Ark in Noah’s day was a sign of salvation, as well as judgment, an Ark rebuilt today can be a sign to point to Jesus Christ, the Ark of our salvation, and to coming judgment (2 Peter 3:5–13; John 10:9).

**Experience**

Answers in Genesis (AiG) is the non-profit Christian ministry behind the highly successful Creation Museum. In just over 6 years, 1.8 million guests have visited the $35 million museum, which was funded by donations from tens of thousands of supporters. The Ark and the planned future phases are an expansion of the exhibits that guests enjoy and desire at the Creation Museum.

**Project Highlights**

**Cost:** $73 million initial phase, $52.6 million in projected future phases over the first 10 operating years.

**Funding:** $13 million already provided from AiG through donations raised, and remaining funds from pending bond offering and AiG (through its donation campaign). Future phases will be funded through projected earnings.

**Timeline:** 20 months from the close of the offering to the grand opening of the Ark Encounter.

**Kingdom Opportunity**

Answers in Genesis engaged America’s Research Group (ARG), a market research firm that accurately forecast the first-year attendance (400,000) for our Creation Museum, to conduct a nationwide survey regarding the Ark project.

ARG has forecast that between 1.2 and 2 million people would visit the Ark Encounter in the first year.

If a replica of the Ark was constructed in the US, would you take your family to see it?

<table>
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<tr>
<th>Yes</th>
<th>63% of US pop.: 194 million</th>
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<tbody>
<tr>
<td>No</td>
<td>22%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>15%</td>
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</tbody>
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1st-year attendance forecast:

1,200,000 to 2,000,000

= 100,000 people
The Ark—A Great Reminder

The full-scale Ark of Noah was over 500’ long, 80’ wide and 50’ tall—an amazing ship that God instructed Noah to build. The account of the Ark is one of the best-known historical events in the Bible. Other than the cross, I believe the greatest reminder of man’s sinful state and God’s gift of grace in providing a way of salvation is that of the Ark of Noah.

The Flood account provides a reminder that God judges the wickedness of man. But the Ark that Noah built should also be a reminder of the gift of salvation that God provides. As Noah and his family had to go through a door to be saved, so we also need to go through a door to be saved for eternity: “I am the door. If anyone enters by Me, he will be saved,” (John 10:9).

God has burdened AiG to rebuild a full-size Noah’s Ark—as a sign to the world that God’s Word is true, and as a reminder that all men are sinners, and we all need to go through the “door” to be saved.

Detailed research indicates upwards of 2 million guests a year will visit and encounter the Ark. Through its exhibits, we trust they will have an encounter with God’s Word. Most of all, we pray they will have a saving encounter with the Lord Jesus Christ, our modern-day Ark of salvation.

I urge you to prayerfully consider how you could be a part of what could be one of the greatest evangelical outreaches of our time as we do what we can to get people to the “door” of the “Ark”—the Lord Jesus.

Sincerely in Christ,

Ken Ham, President and CEO

Pending Bond Offering

The information presented here does not constitute an offer to sell or the solicitation of an offer to buy any securities—it is for informational purposes only. Any offer to sell and any solicitation of an offer to buy bonds will only be made by means of a formal bond offering in accordance with applicable federal and state securities laws.

General: The bonds will not be rated by any rating agency. The bonds will be electronically registered with the Depository Trust Company and CUSIP, and issued in book-entry form. The bonds will also be offered in two series. Series A will be Senior debt, and Series B will be Subordinate debt to Series A.

Minimum Investment Amount:
Series A—$250,000 with $5,000 increments thereafter.
Series B—$5,000 minimum and increments thereafter.

Rate: The bonds will be fixed rate taxable bonds to maturity subject to market conditions at the time of the offering. Interest payments will be made semi-annually.
Series A—5.25% indicative rate as of July 1, 2013.
Series B—6.00% indicative rate as of July 1, 2013.

Term/Repayment: Final bond maturity will be:
Series A—7 years, principal payments start in 3rd year
Series B—16 years, principal payments start in 8th year

Marketability: The bonds will be transferable but are not expected to have any substantial secondary market.

Not an Obligation of AiG: The bonds will be secured solely by the revenues and assets of the Ark project and will not be an obligation or liability of Answers in Genesis nor be secured by any of AiG’s revenues or assets. Investment in the bonds is not appropriate for everyone and entails a level of risk.
The Leaders of the Ark Project

Ken Ham, CEO/President, AiG
Since moving to America in 1987 from Australia, Mr. Ham has become one of the nation’s most in-demand Christian speakers and a frequent guest on national TV and radio programs. Mr. Ham co-founded AiG in 1994 with the purpose of upholding the authority of the Bible from the very first verse.

Mike Zovath, Sr. Vice President, AiG
Mr. Zovath is one of the three founders of AiG. Now heading up the Ark project, Mr. Zovath was responsible for operational concepts, development, construction, and early operations for the Creation Museum.

Patrick Marsh, Director of Design, Creation Museum and the Ark project
Mr. Marsh is the creative genius behind the incredible exhibits of the Creation Museum. He is a world-renowned art director whose designs include the popular Jaws and King Kong attractions at Universal Studios in Florida.

Future Phases for Ark Encounter

The Walled City
A pre-Flood themed area around the time of Noah.

Noah’s Animals and Aviary
Live shows with animals from around the world.

Children’s Area
A themed area for kids to play in and learn about God’s creation.

The Tower of Babel
Featuring a special effects theater explaining “Who is Jesus?”

Journey through Biblical History
A SFX journey through biblical history from Abraham to Moses.

First-Century Village
“Walk where Jesus walked” in this village replica.

Ark Bond Placement Agent Contact:
Ross, Sinclaire & Associates, LLC
700 Walnut St., Cincinnati, OH, 45202.
Attn: Daniel R. Blank  |  513-762-3591

Ark Bond Information Website: ArkBonds.com
ArkEncounter.com