



## NEWS RELEASE

For more information, contact:

Erin Barrett or Nancy Greene, Brandon Advertising and Public Relations, (843) 916-2000

[ebarrett@brandonadvertising.com](mailto:ebarrett@brandonadvertising.com), [ngreene@brandonadvertising.com](mailto:ngreene@brandonadvertising.com)

or visit [brandonpr.com](http://brandonpr.com)

### **MAGIQUEST™ “MAGIC ROOM” UNVEILED ON ABC’S “EXTREME MAKEOVER: HOME EDITION”**

#### **MagiQuest.com Launches Sweepstakes Today to Award One Lucky Winner an Exclusive Trip to MagiQuest™ and Great Wolf Lodge® in Poconos, Pa. or Williamsburg, Va.**

*May 7, 2007, Myrtle Beach, S.C.* – To celebrate last night’s episode of ABC’s “Extreme Makeover: Home Edition”, which unveiled the first-ever MagiQuest™ “Magic Room”, representatives from MagiQuest™ today announced the launch of the MagiQuest™ Great Wolf Lodge® Sweepstakes.

Those interested in participating in the MagiQuest™ Great Wolf Lodge® Sweepstakes must visit [MagiQuest.com](http://MagiQuest.com) by August 1, 2007 and complete the sweepstakes form. Worth more than \$1,000, the MagiQuest™ Great Wolf Lodge® Sweepstakes will award one lucky family of four their choice of a two-night stay in the Quest Master Suite at the Great Wolf Lodge® in Poconos, Pa. or Williamsburg, Va. as well as four MagiQuest™ wands, unlimited MagiQuest™ playtime, and a \$100 gift certificate to MagiQuest’s™ gift shop.

Eager to “spread the magic” to those in need, MagiQuest™ representatives approached the “Extreme Makeover: Home Edition’s” producers earlier this year regarding their interest in assisting with an upcoming project. When the Kilgallon family from Langhorne, Pa. was interviewed regarding their interests, 10-year-old Christopher’s love for magic was revealed, creating the perfect opportunity for the MagiQuest™ team to begin creating their first ever “Magic Room”.

Christopher’s “Magic Room” was designed to take him on a journey through a magical kingdom every time he steps inside his bedroom. The “Magic Room” boasts a variety of objects featuring MagiQuest’s™ special patented technology such as a talking shield, treasure chests that open and close on command, a talking Medieval armored knight, torch lights, a talking gargoyle, an interactive lightning storm and a talking bed. With a simple cast of the magic wand, the room’s objects magically come to life. An interactive pet dragon was also installed on a 42-inch plasma television, allowing Christopher to interact virtually with the dragon with the aid of the room’s high-tech computerized features.

“We were truly honored to be able to create magic on the set of ‘Extreme Makeover: Home Edition,’” said Denise Weston, president of Creative Kingdoms, creators of MagiQuest™. “The Kilgallon family has been through a lot over the past few years. We hope the creation of our ‘Magic Room’ will bring many years of enchantment to Christopher.”

#### **About MagiQuest™**

MagiQuest™ immerses players into a world of fantasy propelled by sophisticated technology. To participate in the game, each player receives a “magic wand” powered by patented technology that brings MagiQuest’s™ “enchanted” realm to life.

(more)

Players select from a variety of quests and adventures that result in an accumulation of special powers. As these powers increase, players proceed to higher levels of the game where the level of difficulty also increases. MagiQuest™ is not confined to a computer screen. It places players inside of a three dimensional, interactive fantasy world where they must follow clues that lead deeper and deeper into a magical realm populated by an array of characters and creatures. It is truly interactive and brings family members; kids, adults, teens and even grandparents together to create magic and memories.

There are currently MagiQuest™ locations in Myrtle Beach, S.C. and in Great Wolf Lodges® in Poconos, Pa. and Williamsburg, Va. Additional MagiQuest™ locations are under discussion for Great Wolf Resorts in Traverse City, Mich.; Kansas City, Ks.; Mason ,Ohio; Grapevine, Texas; and Grand Mound, Wash. The creators of MagiQuest™ also developed DinoQuest, a live action adventure game that takes place in the Jurassic period at the Discovery Science Center, in Santa Ana, Ca.

For more information on MagiQuest™ or to learn how to open a MagiQuest™ kingdom of your own, visit [www.magiquest.com](http://www.magiquest.com)

#### **About Great Wolf Resorts, Inc. ®**

Great Wolf Resorts, Inc.® (NASDAQ: WOLF), Madison, Wis., is North America's largest family of indoor waterpark resorts, and, through its subsidiaries and affiliates, owns and operates its family resorts under the Great Wolf Lodge® and Blue Harbor Resort™ brands. Great Wolf Resorts is a fully integrated resort company and owns and/or manages Great Wolf Lodge locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; the Pocono Mountains, Pa.; Niagara Falls, Ontario; Mason, Ohio; and Blue Harbor Resort & Conference Center in Sheboygan, Wis. Great Wolf Lodge properties are currently under construction in Grapevine, Texas and Grand Mound, Wash.

The company's resorts are family-oriented destination facilities that generally feature 300 to 400 rooms and a large indoor entertainment area measuring 40,000 to 100,000 square feet. The all-suite properties offer a variety of room styles, arcade/game rooms, fitness centers, themed restaurants, spas, supervised children's activities and other amenities. Additional information may be found on the company's Web site at [www.greatwolf.com](http://www.greatwolf.com).

###