



## **NEWS RELEASE**

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### **MAGIQUEST OPENS FIRST NEW JERSEY LOCATION AT FUNPLEX IN EAST HANOVER**

**JANUARY 10, 2008** (Rhode Island) –Representatives from MagiQuest, a live-action interactive game that immerses players into a world of fantasy propelled by sophisticated technology, today announced they recently opened a new location at Funplex in East Hanover, NJ within easy driving distance from New York City and surrounding suburbs.

To participate in the game, each player buys and adorns a “magic wand” that really works – it can trigger over 150 special effects.. Guests use the wand as a “wireless controller” and become engaged in hours, days and years of quests and adventures by having them step into a “real life” video game that tracks your every move and remembers you forever in a global database. Players, known as Magi, can use their wands and continue their gaming journeys at all MagiQuest locations.

The first MagiQuest opened its doors in Myrtle Beach, SC in 2005. In 2006, Great Wolf Lodge Resorts began to integrate MagiQuest into its resorts. There are currently MagiQuests in seven of the highly successful lodges, with an eighth location opening later this year. Lagunasia Park in central Japan recently announced a MagiQuest location that will open in late 2008. 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. Other MagiQuest locations are currently being planned and the brand is changing the industry and the way families play together.

Already a booming amusement facility featuring 100,000 square feet of games, rides, lazer tag and go karts, MagiQuest is already the talk of the town and a big hit. The park currently hosts over 500,000 guests annually and is open year round. “When we met with the Funplex representatives, they were looking for a new attraction that would bring the latest technology to their venue,” said Rick Briggs, co-founder of MagiQuest. “Bringing families together in the game is sure to be an instant success here.”

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Construction of this new attraction began in June, 2007 and a media event and private celebration is scheduled for January 17, 2008 from 4pm- 9pm. MagiQuest encompasses 8,000 square feet of the 100,000 square feet Funplex facility.

“We are very excited to add this new attraction to our line-up of activities. The Funplex always strives to add new and innovative entertainment for our guests and we feel that MagiQuest is the epitome of high-tech interactive entertainment,” states Brian Williams, COO, at the Funplex.

### **About Creative Kingdoms LLC**

Creative Kingdoms is the owner and creator of MagiQuest. Creative Kingdoms’ goal is to intertwine fantasy and reality with the most alluring elements of magic, imagination, hands on experiences, fun, storytelling and gaming into one seamless experience.

Creative Kingdoms’ patented technology, **Slynks**, brings a unique gaming experience to people around the world by combining a vast array of elements, such as education, family togetherness, human interaction and physical activity. Creative Kingdoms currently possesses more than a dozen patents on a variety of gaming technology and themes. Through Slynks, objects animate, wands perform their magic! It enables us to connect theme park experiences with the home, internet and video games. MagiQuest™ is but one fantastical apparition of Slynks. This technology has the power to transform any location, brand or physical space into any magical retail-entertainment experience.

In addition to the wildly-popular MagiQuest™ in Myrtle Beach, S.C., Creative Kingdoms has also created Wiley’s Woods (Wisconsin Dells), Looney Toon’s Boomtown (Six Flags Ohio) and The Great Barn at Stone Mountain Park in Atlanta.

These innovations and attractions have garnered Creative Kingdoms some of the amusement industry’s most coveted awards:

- 2003 Themed Entertainment Association (THEA) Award – The Great Barn for AOA Limited Budget
- 2005 International Association of Amusement Parks and Attractions (IAAPA) Image and Impact Award
- 2005 IAAPA Best Booth Award
- 2006 THEA Award – Outstanding Achievement, Best New Interactive Gaming Technology

Creative Kingdoms was co-founded in 1999 by Denise Weston and Rick Briggs with a powerful goal in mind – to invent a new patented technology that brings the “wow factor” of entertainment into the hands of people around the world.

Weston is a trained psychologist and self-proclaimed playologist who has designed a variety of revolutionary children attractions for Disney Cruise Line, Club Disney and Six Flags Ohio. She has also provided consultation to the development of products for Playskool, Hasbro Toy Group and Hasbro Interactive Funware. As an author, Weston has written three books and more than 75 articles on family entertainment and parenting for newspapers and popular magazines.

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Briggs has three decades of experience in experiential design, more than 30 patents and numerous awards in theme park design. With a resume featuring projects at Busch Gardens, Adventure Island, Six Flags, Universal Studios and London's Millennium Dome, Briggs has established himself as one of the industry's most innovative designers. He has been honored with awards including the World Waterpark Association Innovation (WWA) Award in 1992, WWA Best New Waterpark Attraction Award in 1994, and was elected into the WWA Hall of Fame in 2000.

For more information, visit [MagiQuest.com](http://MagiQuest.com).

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