



NEWS RELEASE

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AWARD WINNING TECHNOLOGY ANNOUNCES EXPANSION PLANS, NEXT VERSION IN GAMES' EVOLUTION TO DEBUT IN 2009

November 18, 2008, (ORLANDO, FL) – Representatives from MagiQuest, a live-action interactive game that immerses players into a world of fantasy propelled by sophisticated technology, today announced an aggressive expansion plan including at least five new locations (Tokyo, Hawaii, Concord, Xanadu and Pigeon Forge) opening in 2009, and plans to launch the next level of gaming that will take the concept to a whole new level.

After three years of rapid expansion, the creators of MagiQuest have continually strived to keep the game growing by adding new quests, adventures, characters and storylines. This week the game's first live action villain, Xavier, was introduced, allowing the MagiQuest guest to be a real live "Hero" in their own story. The next step in the game's evolution is MagiQuest 2.0 debuting in summer 2009. This upgraded version of the game will allow players to change the outcome and storyline of their character based on the choices they make. This level of interactive gaming will take the sophistication of video gaming and combine it with the interactive technology to create a live experience gaming has never seen. No longer just pixies and dragons, MagiQuest 2.0 ages up to appeal to all ages in new and challenging ways.

By Spring 2009 there will be fourteen open MagiQuest locations and development plans for many more. While other attractions and tourism destinations have suffered in the economic slowdown, MagiQuest is holding it's own or growing at each location. "Many places are cutting back or closing down but we are growing and expanding" said Denise Weston, President. "Families still want to play together and our experience brings people together to play in the way they want to play today, but even better. "

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Adaptable to any language, culture or theme, MagiQuest continues to speak universally to the way we play today... only better. MagiQuest Hawaii will be the first location to offer multiple languages. With a tourism base comprised predominantly of Japanese and American visitors, both Japanese and English will be offered in the game, giving each guest the opportunity to choose. Oahu's Hilton Hawaiian Village is surrounded by shopping bazaars, features a Polynesian theme and is in a prime location for visitors and locals alike. The unique combination of resort guests, tourists and locals will provide a diverse base of players for the business to thrive on the main island. The game will be integrated into the landscape, village, and shopping areas and will open by Spring 2009.

The Japanese market has fully embraced the interactive attraction. The first Japanese location opened to enthusiastic crowds last year at Lagunasia Park in central Japan. MagiQuest's second location at the Tokyo Dome, a booming city within a city in the heart of Tokyo, will open in Spring 2009 and is expected to be an instant success.

Developers of The Funplex family entertainment centers were among the first investment groups to endorse the MagiQuest concept. Owner Randy Lahn and COO Brian Williams have been premier providers of family entertainment for more than ten years. In early 2008, they opened their first MagiQuest at The Funplex in East Hanover, New Jersey and knew they had a hit. The Funplex will open its next location featuring MagiQuest at The Funplex at the new Meadowlands Xanadu Mall in Northern New Jersey in 2009. "Our objective is to deliver an exciting combination of traditional favorite attractions, such as bumper cars, go karts, lazer tag and arcade, with the high tech interactive experience that MagiQuest offers", says Randy Lahn, owner of The Funplex. "We believe we have the magic formula for building premier family entertainment centers of the present and future and plan to take our branded concept to many venues throughout the country!"

Having sold more than one million hours of game time in three years, current MagiQuest locations have expanded and demand for new locations has greatly increased. One of the largest is Quest 4 Long Island, developed by a private investment group based in Long Island, NY, a location that guests to other MagiQuest sites request more than any other. Drawing from both the high concentration of residents and day trippers from nearby NYC, Long Island MagiQuest will be the largest stand alone facility built to date and will feature twenty quests and seven adventures when it opens in 2009.

The partnership between MagiQuest and Great Wolf Resorts, Inc. was formed in 2006 when the highly successful family resorts began to integrate MagiQuest into the family resorts nationwide. Concord, NC is currently under construction and will mark the eighth MagiQuest Great Wolf Lodge integration when it opens in April 2009.

In addition, there are several Middle Eastern companies and private investment groups that have entered into development agreements with MagiQuest with high expectations and expansion plans for several countries. There seems to be no slowing down for the future of the interactive phenomenon!

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.

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The magic wand remembers everything you do forever in a global database, connecting players all over the world.

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 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 families and friends of all ages together to play the way people like to play today... only better.

About Creative Kingdoms

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.

In addition to the wildly-popular MagiQuest, Creative Kingdoms has also created Wiley's Woods (Great Wolf Lodge, Wisconsin Dells), Tree House Challenge and The Great Barn (Stone Mountain Park, Atlanta). These innovations and attractions have gained Creative Kingdoms some of the amusement industry's most coveted awards from THEA and IAAPA.

Creative Kingdoms was co-founded in 1999 by Denise Weston, Rick Briggs, Jonathan Barney and Fred Frantz with a powerful goal in mind – to invent new patented technologies that bring families out of the house and into your facility by putting the “magic” literally into the hands of people around the world.

Recently a new subsidiary was added to the Creative Kingdom family. Aqua Kingdoms is an aquatic products company focused on developing innovative and interactive water play experiences.

Weston is a trained psychologist and “playologist” who has designed a variety of revolutionary children attractions for Disney Cruise Line, Club Disney, Six Flags, Museums and Universal. 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.

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

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