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MALL OF AMERICA® INVITES VISITORS TO SLAY DRAGONS, DUEL GOBLINS AND MORE WITH THE WAVE OF A WAND AT MAGIQUEST®

*Players Step Inside Interactive, Live-Action Video Game;
Set to Open in October*

Bloomington, Minn. (Wednesday, September 16, 2009) Visitors to Mall of America®, the nation's largest retail and entertainment complex, will soon have the power to slay a dragon, battle goblins defend the pixie and more with the wave of a magic wand. MagiQuest®, a new, interactive game that bridges the gap between physical play and computer play, will be opening October 12, 2009.

The 12,000 square-foot MagiQuest adventure complex, which was voted best new interactive gaming technology by the Themed Entertainment Association, will be located on the third level of Mall of America outside Sears.

"MagiQuest is a destination within a destination that offers an amazing and truly unique experience that we are thrilled to be able to provide our guests," said Maureen Bausch, executive vice president of business development for Mall of America. "Visitors will literally walk into another world and be immersed in adventures that require problem solving, mystical challenges, living the adventure and more."

MagiQuest players, or Magi, enter the interactive game featuring three-dimensional characters, creatures and scenes where an adventure is unlocked by a magic wand that players carry throughout their Quests. Players buy and adorn the magic wand, which can trigger more than 150 special effects throughout the MagiQuest facility. Using the wand like a wireless controller, Magi use clues and hints to progress through the game, earn points and power, and encounter unique worlds. The wand remembers all of the 'moves' made in the game and can be used for future visits to any MagiQuest location so the game never ends.

"MagiQuest really is the place where you'll find imaginations running wild and we are excited to bring the magic of MagiQuest to Mall of America for kids of all ages," said Denise Weston, co-founder and director of imagination for MagiQuest as well as psychologist and expert on interactive kids play. "We developed MagiQuest to bridge the gap between physical play and computer play so that players can take a physical role in the adventure while also solving problems and learning along the way – it truly is an amazing experience for the whole family."

MagiQuest opened its first location in 2005 and has sold more than one million hours of game time in its first three years in operation. MagiQuest currently has 12 locations around the U.S. and two in Japan. MagiQuest is located in Myrtle Beach, South Carolina; East Hanover, New Jersey; Pigeon Forge, Tennessee and in nine Great Wolf Resort locations including Wisconsin Dells, Wisconsin and Kansas City, Kansas.

For more information visit www.mallofamerica.com or www.magiquest.com.

About Mall of America®

Mall of America is the nation's largest retail and entertainment complex. At 4.2 million square feet, MOA® is home to more than 520 world-class shops; Nickelodeon Universe®, the nation's largest indoor family amusement park; Underwater Adventures® Aquarium, a 1.2 million gallon walk-through aquarium; Moose Mountain Adventure Golf; Theatres at Mall of America™ - a 14-screen movie theater with VIP theatre and more. The Mall opened in August of 1992 and is located in Bloomington, Minn., just minutes from downtown Minneapolis and St. Paul. For more information visit www.mallofamerica.com.

About MagiQuest®

MagiQuest immerses players into a world of fantasy propelled by sophisticated technology to bring families and friends of all ages together to play the way people like to play today...only better. The MagiQuest concept was created by Creative Kingdoms, which intertwines fantasy and reality to develop innovative attractions. Creative Kingdoms was co-founded in 1999 to invent new technologies that put 'magic' in the hands of people around the world. For more information, visit www.magiquest.com.

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