



## NEWS RELEASE

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### **MAGIQUEST™ EXPANDS INTO JAPAN AT LAGUNASIA PARK**

*November 27, 2007 (Oregon).* – Representatives from MagiQuest™, a live-action interactive game that immerses players into a world of fantasy propelled by sophisticated technology, today announced they will open a new location in 2008 at Lagunasia theme park, located in the Laguna Gamagori Resort on the beautiful Mikawa Bay in central Japan.

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.

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 family members; kids, adults, teens and even grandparents together to create magic and memories.

“We are honored to have the opportunity to partner with a venue such as Lagunasia,” said Denise Weston, co-founder of Creative Kingdoms. “We are excited about moving into the Japanese market and are quite certain that MagiQuest™ will be an instant success. We look forward to this partnership as the MagiQuest™ brand continues to expand.”

MagiQuest™ Lagunasia will be presented in English, complete with Japanese subtitles.

Lagunasia opened in 2002 and currently features 22 all-ages attractions, including the Stellar Coaster, Aqua Wind and Pirates’ Blast coasters, water park, shops, restaurants and Cellosia Hall, a multi-purpose venue hosting year-round events.

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“Lagunasia represents a new style of amusement park in Japan,” said Mr. Kazuhiko Kokubo, representative of the Lagunasia park. “The success of MagiQuest™ was very appealing to Lagunasia because it fits in well with the other interactive attractions visitors experience here. MagiQuest™ allows children to grow through the ability to craft their own adventure and live out their own unique story. This will be the first time MagiQuest™ has been introduced to the people of Japan, and we expect this attraction to increase attendance significantly at Lagunasia.”

### **About MagiQuest™**

There are currently MagiQuest™ locations in Myrtle Beach, S.C. and in Great Wolf Lodge resorts in Poconos, Pa., Traverse City, Mich., Williamsburg, Va., Kansas City, Ks, and Mason, Ohio. Additional MagiQuest™ locations are planned for Great Wolf Lodge resorts in 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, Calif.

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

### **About Creative Kingdoms LLC**

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 Kingdom’s patented technology, **Slynks**, brings a unique retail entertainment experience to people around the world by combining a vast array of elements, such as gaming, family togetherness, human interaction and physical activity. Creative Kingdoms currently possesses more than 30 patents on a variety of interactive technologies and themes. Through Slynks, objects animate when technically empowered wands perform their “magic”----getting people out of their homes playing together in a real life experience! It also enables player to connect theme park, resort, malls and entertainment center experiences with the home, internet and video games.

From Slynks, came the revolutionary family attraction **MagiQuest™**. MagiQuest™ immerses players into a world of fantasy propelled by sophisticated technology. To participate in the game, each player buys and adorns a “magic wand” powered by Slynks that brings MagiQuest’s™ “enchanted” realm to life. Guests 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 data base.

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, Creative Kingdoms has also created Wiley’s Woods (Great Wolf Lodge, Wisconsin Dells), Tree House challenge and The Great Barn (Stone Mountain Park, Atlanta). Creative Kingdoms is on the cusp of innovating the waterpark industry with their AquaQuest adventures that takes the MagiQuest technology and offers the same experience in water environments.

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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, Rick Briggs, Jonathan Barney and Fred Frantz with a powerful goal in mind – to invent new patented technologies that brings families out of the house and into your facility by putting the “magic” literally into the hands of people around the world.

Weston is a trained psychologist and trained 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](http://MagiQuest.com).

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