



NEWS RELEASE

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CREATIVE KINGDOMS PARTNERS WITH UNIVERSITY OF CENTRAL FLORIDA TO DEVELOP TOMORROW'S TECHNOLOGY

November 20, 2007 (Myrtle Beach, SC) - Thanks to an alliance between Creative Kingdoms and the nation's sixth-largest university, today's students will have the opportunity to develop tomorrow's interactive amusement technologies.

Creative Kingdoms, the award-winning designer of the family amusement attraction MagiQuest™, has entered into a partnership with the University of Central Florida's (UCF) College of Engineering and Computer Science that offers students in their senior year the opportunity to work hand-in-hand with the Creative Kingdoms team to design and develop new and emerging entertainment technologies.

"It is very important to Creative Kingdoms to seek the talents and expertise of today's emerging technology leaders," said Denise Weston, president of Creative Kingdoms. "The students in UCF's College of Engineering and Computer Science are best in class and we are proud to have them working with Creative Kingdoms to shape the landscape of the industry."

As part of the Creative Kingdoms-UCF program, senior students will be given the opportunity to present new ideas and will ultimately be charged with creating a product which will be utilized by Creative Kingdoms in a future development. The technology that will be implemented into the gaming industry and at-home devices that will change the face of the gaming world.

"We are very pleased to have the opportunity to work with such an outstanding organization as Creative Kingdoms," said Ron Eaglin, Chair of Engineering and Research Development, for the University of Central Florida. "Creative Kingdoms offers students a career to showcase their freedom of expression and innovative desires. We look forward to expanding our program and offering Campus Quest. This is a dynamic asset to the gaming industry."

For more information on the University of Central Florida College of Engineering and Computer Science, visit its website at <http://www.ent.ucf.edu>

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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.

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.

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