



Falcon's Treehouse Gets Wild with Master Plan for San Diego Wild Animal Park

Orlando, Florida – September 6, 2005 – **Falcon's Treehouse, LLC**, an award-winning creative design firm, announced today that it has been tapped to master plan the San Diego Wild Animal Park, the world-famous wildlife sanctuary located in the San Pasqual Valley near Escondido, California. The Park, which covers 1,800 acres, is home to more than 3,500 animals representing more than 400 species. The new plan, which is projected to be complete by Spring of 2008, will include an extensive update to the Park, including an innovative new layout, unique interactive elements and fun, repeatable guest experiences.

"We were selected from a field of several firms including traditional zoological developers and theme park designers," said Cecil Magpuri, President of Falcon's Treehouse. "It's an honor to be chosen to work on such an amazing park. The Wild Animal Park is such a wonderful place, and we're fortunate that we can help support an institution that prides itself on wildlife education and conservation."

The Falcon's Treehouse mission is to enrich lives worldwide through unmatched storytelling, creating the highest quality destinations, attractions, events and entertainment.

"Falcon's Treehouse is ideally suited for this project because of our ability to listen to client's needs and translate them into a successful, story-driven series of immersive experiences. We just "get" how to tell a story," said Magpuri. Clearly, the team the Wild Animal Park thinks so, too. When they decided it was time to enhance the park experience, they were wise enough to leverage the FTH brand, which is world-renowned for its unique blend of "elemental storytelling" and technical wizardry. "It's our goal to elevate the guest experience by taking advantage of our theme park design know-how and innovative way of thinking to capture the story of the Wild Animal Park in ways that will touch people's hearts and inspire them to preserve the majesty of nature," Cecil explained.

Currently under contract as the master planners for the groundbreaking visitor experience, Destiny USA, Falcon's Treehouse is also developing attractions and experiences for the Singapore Zoo, London's Alton Towers, India's Ramoji Film City, and Riviera Beach.

###

About Falcon's Treehouse, LLC

Falcon's Treehouse, LLC is a creative services firm specializing in creating immersive technology driven experiences designed to thrill and amaze today's sophisticated audiences. Utilizing the most advanced technologies in design, turnkey management and production services, Falcon's Treehouse is a leader in the entertainment and destination industries. Since its inception, Falcon's Treehouse has generated a wide spectrum of work for high-profile clients like Disney, Universal, SeaWorld, Busch Gardens, Coca-Cola, OCT, Ramoji Film City, Zoological Society of San Diego, Space Center Houston, and Hard Rock. Cecil Magpuri, President of Falcon's Treehouse, is perhaps best known for his innovative use of technology in such attractions as the award-winning *Curse of DarkKastle* at Busch Gardens Williamsburg and as cocreator of *Twister* at Universal Studios in Orlando. Falcon's Treehouse, LLC, headquartered in Orlando, Florida, has a website at www.falconstreehouse.com

INTERVIEW CONTACTS

Yvette Whittaker, Vice President of Operations
Falcon's Treehouse, LLC
6996 Piazza Grande Avenue, #301
Orlando, FL 32825
Office: 407-909-9350
Fax: 407-909-9352
yvette.whittaker@falconstreehouse.com