



Master Planning Master Minds Design Destiny USA

Orlando, Florida – September 22, 2005 – **Falcon's Treehouse, LLC**, an award-winning creative design firm, has recently completed development of a master plan for *Destiny USA*, a groundbreaking visitor experience located in Syracuse, New York.

Once completed, *Destiny USA* will be an 800-acre destination resort experience featuring the world's largest domed structure. Vast in scale and visionary in its scope, *Destiny USA* is organized as a collection of thematic zones overflowing with retail, dining, hospitality, entertainment and recreation experiences, all ingeniously designed to please the senses, spark the imagination, excite the spirit, and fulfill the yearning for adventure that pulses within all of us. Even more exciting, this timeless blend of international motifs will showcase and demonstrate "sustainable design" innovations, with upgradeable soft technology to keep the experiences eternally new and varied.

Years ago, *Destiny USA* was conjured in the fertile mind of Bob Congel, but it took the creative storytelling powers of Falcon's Treehouse, one of the undisputed leaders in the destination industry, to bring it to life. "I feel very proud of being involved in such an important initiative...to be part of Bob Congel's vision of a compelling destination that will create an awareness of renewable energy sources and potentially change our dependence on foreign oil...we've been waiting for an opportunity like this for a long time," said Cecil Magpuri, President of Falcon's Treehouse. "My degree is in Environmental Design. As a company, we have always tried to infuse green philosophy into all of our projects. But now, to be working on a project that's founded on green tenets...and to be able to enhance that message with our storytelling capabilities...it's been magical for us."

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 unique brand of elemental storytelling. *Destiny USA* is about creating a new vision of the world – a sustainable vision, which we believe will be a catalyst of change for the future. We make it easy for people to connect with that vision by tapping in to primal narrative story forms that are part of every world culture," said Magpuri.

Everyone who comes to *Destiny USA* will find a place where America's legendary spirit of ingenuity and creativity is once again in full flower. And

every aspect of the guest experience reflects the passion of the creators for real discovery and invention. Stephen Congel, Destiny USA partner, said, "Everything in Destiny USA has to be authentic and customized to the millions of people who will enjoy our diverse experience."

The Destiny USA team made a wise decision when they chose to leverage the Falcon's Treehouse brand to elevate the experience. Setting a benchmark of quality with their innovative ideas, FTH immediately set to work and developed a unique overarching storyline. Colette Piceau, Writer/Producer at Falcon's Treehouse said, "We were faced with the exciting prospect of working with a completely blank canvas. We dove into historic and scientific research to come up with a destination concept that embraced Destiny USA's overarching goals of heritage, culture, patriotism and most important, renewable energy."

Currently under contract as the master planners for the San Diego Wild Animal Park, 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