



Falcon's Treehouse Designs Award-winning Attraction

Orlando, Florida – March 13, 2006 – At the recent IAAPA convention in Atlanta, Georgia, Busch Gardens Williamsburg's *Curse of DarKastle* attraction was awarded top honors by TEA, formerly the Themed Entertainment Association. The Thea Awards, now in their 12th year, recognize outstanding achievement in the creation of compelling places and experiences.

Falcon's Treehouse, LLC, based in Orlando, Florida, was hand-picked by the team from Busch Entertainment to elevate the storyline of the attraction. As one of the undisputed leaders in the entertainment and theme park industries, Falcon's Treehouse is renowned for its unique brand of "elemental storytelling". It's an approach that distills the familiar conventions of narrative story forms down to their most essential components, tapping directly into the primal perceptions and responses that reside within the minds of every sentient human. Thus, elemental stories are able to transcend ordinary barriers of language, culture, age, gender, and worldview.

Elemental storytelling is a key component of *Curse of DarKastle*, which transports guests into another world: a mysterious Bavarian castle, frozen in time. Thanks to the creative wizardry of Falcon's Treehouse, this thrilling three-minute-20-second story is a visceral and emotional journey, enhanced by digitally projected media, special effects and a bone-chilling chase aboard eight-passenger golden sleighs.

The Falcon's Treehouse mission is to enrich lives worldwide through unmatched storytelling, creating the highest quality destinations, attractions, events and entertainment – and the company clearly succeeded with *Curse of DarKastle*. Pulse-pounding state-of-the-art ride technology sends passengers on their ghostly adventures through the dynamic 4-D dark ride.

"Busch wanted to push the envelope with a compelling story...and bring it to life with elaborate theming, eye-popping visuals and wicked effects so that the ride was seamless," said Cecil Magpuri, President of Falcon's Treehouse and Creative Director for *Curse of DarKastle*. "I feel we accomplished that. *Curse of DarKastle* offers a fantastic experience," added Magpuri.

Curse of Darkastle was one of 13 recipients of the 2005 Thea Award. "This is similar to receiving an Oscar in the motion picture industry," said Yvette Whittaker, Director of Operations for Falcon's Treehouse. "This attraction was competing against the most thrilling and immersive experiences in the world."

Other Thea award-winning recipients included Abraham Lincoln Presidential Museum in Springfield, Ill., "Fear Factor Live" at Universal Studios in Hollywood, Disneyland in Anaheim, Calif., "Images of Singapore" at Sentosa Island in Singapore and "The Lifeline Table" exhibit at the Churchill Museum and Cabinet War Room in London.

"This year's Thea Awards are truly an international affair," Craig Hanna, president-elect of the international board of TEA, said in a statement. "The awards recognize accomplishments in seven different nations, ranging from museums to zoos, from technological innovation to personal achievement, from dark rides to cultural heritage centers."

Currently under contract as the master planners for the San Diego Wild Animal Park and Destiny USA, Falcon's Treehouse is also developing attractions and experiences for OCT EcoPark, Lotte World, London's Alton Towers, and India's Ramoji Film City.

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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.

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