



Falcon's Treehouse Creates Delicious Fun with Charlie and the Chocolate Factory Attraction

Orlando, Florida – August 28, 2006 – A whimsical new adventure awaits families at Alton Towers in Staffordshire, England with *Charlie and the Chocolate Factory: The Ride*. Inspired by Roald Dahl's hilarious book and Quentin Blake's playful illustrations, this innovative attraction combines a multi-sensory boat voyage through Willie Wonka's wondrous world with a thrilling, virtual 3-D tour on the Great Glass Elevator.

When the Tussaud's Group decided to create an attraction based on Roald Dahl's beloved tale of a good-natured boy's journey into the surreal world of an eccentric chocolateer, they naturally turned to the storytelling and technology wizards at **Falcon's Treehouse, LLC**. As Executive Producers for the project, Falcon's Treehouse took Tussaud's original design for *Charlie and the Chocolate Factory: The Ride* and elevated it with their own 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.

Utilizing revolutionary film and ride wizardry, the creative team re-created the sights, sounds smells and sensations of Charlie Bucket's amazing journey down the chocolate river and into the heart of the wackiest candy factory ever imagined. Thanks to the imaginative geniuses at Falcon's Treehouse, this ground-breaking attraction features jaw-dropping special effects, digitally projected 3-D animation, cutting-edge motion base technology and a toe-tapping original soundtrack.

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 *Charlie and the Chocolate Factory: The Ride*.

"We designed the ride specifically with families in mind, giving guests an unprecedented opportunity to live out Charlie's adventure," said Cecil Magpuri, President of Falcon's Treehouse. "There's something for everyone here – from the mischievous Oompa Loompas to a wild Glass Elevator ride."

As Charlie's invited guests for the chocolate factory tour, visitors will get to see, first hand, what happened to bratty Veruca Salt and the other four Golden Ticket winners. But it's the pulse-pounding finale that will send

guests screaming back for more as they explode through the factory roof into a breathtaking 360 degree panorama of swirling candy floss clouds...only to plummet back to earth in a stomach-lurching virtual drop.

"This is unlike any ride – anywhere on earth," said Colette Piceau, Producer for Falcon's Treehouse. "Under the guidance of Tussaud's, we've elevated a beloved storyline, seamlessly blending it with existing technologies to create something utterly unique. You have to experience it to believe it."

Currently under contract as the master planners for the Hong Kong's Eco Park, San Diego's Wild Animal Park and Destiny USA, Falcon's Treehouse is also developing attractions and experiences for Lotte World 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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