



Falcon's Treehouse Boosts Offerings with Two New Attractions for Ramoji Film City

Orlando, Florida - November 11, 2006 – Even the largest studio complex in the world needs a little help sometimes. Ramoji Film City, holder of the Guinness World Record, needed a hand developing new attractions for their theme park – and Central Florida's **Falcon's Treehouse, LLC**, heeded the call.

When Ramoji Film City decided that they needed a pair of brand new, high-profile attractions to draw visitors, they turned to Falcon's Treehouse, one of the world's undisputed leaders in entertainment design, to develop the experiences. Celebrated for its unique brand of elemental storytelling, Falcon's Treehouse was the ideal choice to dream up these two diverse interactive attractions.

Ramoji Tower Rumble takes visitors through a powerful, simulated earthquake while riding an exterior elevator on a replica of the Empire State Building. Using a combination of media and live effects, the attraction is a heart-pounding thrill ride for those with an appetite for the intense. By contrast, *Filmi Sangeet World* takes guests on a whirlwind world tour driven by the beat of famous musical numbers. The family attraction has something for everyone, as song and dance sequences from Broadway to Bollywood are brought to life by charming animatronic puppets.

The Falcon's Treehouse mission is to enrich lives worldwide through unmatched storytelling, creating the highest quality destinations, attractions, events and entertainment. With Ramoji Film City, Falcon's Treehouse has confirmed their position as the masterminds behind some of the most compelling international attractions.

"It was exciting to have the opportunity to weave our storytelling expertise with Ramoji's strong brand," says Falcon's Treehouse President and Creative Director, Cecil Magpuri. "It was a challenge, but we came up with two new attractions that are so fresh and inventive...they really achieved Ramoji's goal – to elevate the final product and the brand."

And elevate they have, literally. With *Ramoji Tower Rumble*, Falcon's Treehouse has constructed a four-story building to house the attraction that utilizes a classic filmmaking technique - forced perspective - to create the illusion of a towering skyscraper. It's that kind of commitment to innovative design at every stage of development that has created a wave of positive attention for the company.

Falcon's Treehouse is 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.

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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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