



Falcon's Treehouse Scores Sweet Recognition

Orlando, Florida – December 2006 – At the recent IAAPA convention in Atlanta, Georgia, Alton Tower's *Charlie and the Chocolate Factory: The Ride* was honored by TEA as the outstanding simulated experience of the year. The Thea awards, now in their 13th year, recognize outstanding achievement in the creation of compelling places and experiences.

When Tussaud's Studios 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. The result is a multi-platform experience that takes guests into the world of Willy Wonka as never before, combining 3D animated media with a boat tour, and culminating in a one-of-a-kind, five-screen, fully immersive 360-degree simulator experience.

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 has lived up to their lofty goal yet again with *Charlie and the Chocolate Factory: The Ride*.

The cutting-edge animation and simulator technology that Falcon's Treehouse created allow guests to tour a fully-realized, 360-degree animated world. "The five screen technology puts you into the action like never before!" said Cecil Magpuri, President of Falcon's Treehouse and Creative Director for *Charlie and the Chocolate Factory: The Ride*. "Charlie and the Chocolate Factory is a classic story and some talented people have done great things with it, but no one has ever been able to experience the vision of Roald Dahl and illustrator Quentin Blake like this."

Charlie and the Chocolate Factory: The Ride was one of 13 recipients of the 2006 Thea Award, which is often compared to receiving an Oscar for work in the motion picture industry. Other Thea award-winning recipients included Madame Tussauds, The Georgia Aquarium, Expedition Everest at Disney's Animal Kingdom, *Believe* at Sea World, and *Zoomazium* at the Woodland Park Zoo. "These awards recognize accomplishments from museums large and small, from zoos and theme parks, from branded retail facilities to world expositions. Truly they reflect the impact that storytelling, architecture, technology and experience design are having on the guest and visitor experience," says Craig Hanna, TEA international board president, in a written statement.

Currently under contract as master planners for OCT Eco Park and DestiNY USA, Falcon's Treehouse is also developing attractions for Movie Park Germany.

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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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