



falcon's treehouse

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FALCON'S TREEHOUSE BRINGS LOTTE WORLD A NEW KINGDOM OF ENCHANTMENT!

Orlando, FL

Falcon's Treehouse, LLC, a world-renown leader in themed entertainment design, today announced their involvement in Lotte World's enchanting new family area. Already Seoul's most popular theme park, Lotte World is undergoing a transformation, as a large area of the park is converted into a magical new family area designed to excite and amaze families from all over Korea.

The all new Enchanted Kingdom promises to be a wonderful fantasy realm, a new family area where children and families are invited to join the Royal Hosts, Lotte and Lotty as they search for new members to add to their Royal Circle. This fabulous new area will have magic wells, mystical caverns and bright gardens that take guests on an exciting journey culminating at a Renaissance Fair.

The concept and master plan for The Enchanted Kingdom was designed by Falcon's Treehouse, LLC of Orlando, FL. The goal of this family area is to bring a new environment to Lotte World's already diverse selection of rides and attractions. Currently being implemented in stages, the Enchanted Kingdom will offer interactive experiences, playgrounds, new shows and attractions when complete.

"We are excited to be part of such an important development for a park as special as Lotte World," says Cecil Magpuri, President of Falcon's Treehouse. "Families are such an important demographic to every park, so we wanted to make sure the Enchanted Kingdom is a great place for families to play together. In fact, we've created such an exciting area that we feel everyone will want to visit!"

The first area of the Enchanted Kingdom opened in late spring of 2009, with another section being prepared to open in the coming months. Each area that opens is being treated as an individual part of the overall "quest", the overarching storyline that guests can take part in while in the Enchanted Kingdom, proving their worthiness of joining Lotte and Lotty's Royal Circle.

"This most exciting part of the Enchanted Kingdom is the quest, where if they choose guests can complete 'tasks' by visiting the different attractions and experiences," says Cecil Magpuri. "After the quest, they can take part in the Renaissance Fair, make a wish at one of the magic wells, or simply visit their favorite attraction again. It is this extra layer of storytelling that sets the Enchanted Kingdom apart from all other family areas!"

The entire Enchanted Kingdom is set to be completed in early 2011, with staged openings of the different exciting areas happening every few months.

Falcon's Treehouse is currently working on many exciting projects, including several in Asia set to open in the coming months. This year Falcon's Treehouse has already opened several major attractions, including the all-new Journey to the Center of the Earth attraction in Shenzhen, China.

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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, 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 DarKastle 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