



NEWS RELEASE

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WONDERWORKS™ MANAGEMENT ANNOUNCES THE GRAND OPENING OF SOAR & EXPLORE™ IN MYRTLE BEACH, SOUTH CAROLINA ON JULY 2, 2010

East Coast's First And Only Zip Line Over Water Combines With A Ropes Challenge Course To Complete The New Soar & Explore Attraction At Broadway At The Beach

July 2, 2010, Myrtle Beach, S.C. — Soar & Explore, a family-friendly attraction that features two outdoor adventures, officially opens today, July 2, 2010 at 5 p.m. at Broadway at the Beach in Myrtle Beach, S.C. The new attraction includes the Ropes Challenge Course and the Zipline Adventure, and is operated by WonderWorks Management.

Soar & Explore's much-anticipated Zipline Adventure is the first and only zip line in the Myrtle Beach area, and the only zip line over water along the East Coast. Zip lines are the hottest new adventure activity in the U.S., and this spectacular ride takes the zip line thrill up a notch by reaching across scenic Lake Broadway. Safely within a harness, each adrenaline seeker can experience the exhilaration of soaring at a height of 50 feet above 23-acres of water.

The excitement continues over at Soar & Explore's Ropes Challenge Course. Opened on May 28, 2010, the course has a pirate theme and extends 40 feet into the air, stretching over three levels, and extending over Lake Broadway. Constructed of more than 3,000 ropes and cables, it features 33 different challenge elements that require balance, dexterity and focus to conquer. Obstacles like swinging steps, tremor bridge, tightrope walk, and vertical angle stairs are among the challenges. The multiple levels of this exciting and versatile course ensure that all age groups can experience it and be challenged by its various degrees of difficulty. The Ropes Challenge Course is a perfect attraction for adventurous families who want to engage in friendly physical competitions.

“WonderWorks Management is very excited about bringing Soar & Explore to the Myrtle Beach area,” said Jackie Vasquez, director of sales & marketing for WonderWorks. “For the first time ever, Broadway at the Beach's 14 million annual visitors will have the opportunity to experience the hottest new trend in outdoor adventure attractions as part of their vacations. Whether they want to soar across Lake Broadway on the Zipline Adventure or engage in a little friendly physical competition on the Ropes Challenge Course, we guarantee they will

have a thrilling and memorable experience at Soar & Explore.”

Located on the southwestern side of Broadway at the Beach adjacent to Tripp's restaurant, Soar & Explore is currently opened from 12 p.m. to 11 p.m.; varying by season. The price to take on the Ropes Challenge Course is \$11.99 per person (plus tax), while the Zipline Adventure is \$19.99 per person (plus tax). However, Adventure Combo packages are available for \$26.99 and include both the Ropes Challenge Course and Zipline Adventure. More information is available at www.soarandexplore.com or by calling 843-448-SOAR (7627).

“We're extremely pleased to have Soar & Explore as our latest Broadway at the Beach attraction,” said Sherry Leonard, general manager of Broadway at the Beach. “It's new and different, and no other place in Myrtle Beach has anything like it. Soar & Explore offers yet another exciting way for families to have fun at Broadway at the Beach. WonderWorks has created a truly magical attraction for all ages to enjoy.”

In addition to Soar & Explore, WonderWorks Management plans to open one of its signature “amusement parks for the mind,” at Broadway at the Beach in spring, 2011. WonderWorks will be a 35,000-square-foot upside down attraction that will feature dozens of hands-on activities for people of all ages. It will complement Soar & Explore which provides adventure for the body, by providing stimulating mind challenges, as well as additional physical ones.

About WonderWorks

WonderWorks is scheduled to open in spring 2011 and will be situated at the site of the former Crab House Restaurant at Broadway at the Beach. It will be 35,000 square feet in size and 97 feet in height. WonderWorks will have a dramatic exterior and be classically-designed with the appearance of landing upside-down.

The WonderWorks attraction is an “amusement park for the mind,” combining education and entertainment in over 100 hands-on exhibits that will spark the imagination and stimulate the mind. Visitors to the attraction will enjoy a variety of experiences including being blown away by 74 mile per hour hurricane-force winds, maneuvering the controls of a NASA spacecraft to land the shuttle, lying on a bed of 3,500 nails, piloting a fighter jet, designing and riding a 360 degree virtual roller coaster and competing in a game of lazer-tag.

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