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PRESS RELEASE

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TEA to Produce the What's New Theater at IAAPA Attractions Expo 2006

The International Association of Amusement Parks and Attractions (IAAPA) has signed a contract with TEA (formerly Themed Entertainment Association) to produce the "What's New Theater" session November 15 at the IAAPA Attractions Expo 2006 Annual Conference and Trade Show in Atlanta. "We are very excited about this opportunity to support IAAPA and raise awareness of TEA and its members," said TEA International Board President Craig Hanna, Thinkwell Design & Production. "It is a unique event that showcases all that is new in the industry and on the IAAPA show floor and will help propel attendees to the grand opening of the Expo with new ideas and expectations." Traditionally, the "What's New Theater" is the largest session at the industry trade show, and is seen as the "kick-off" for the conference and trade show opening.

"TEA will bring its storytelling, experience design, and themed entertainment skills and expertise to bear on this session," Hanna said. "The entire Board is enthusiastically behind this new effort, and we hope to give IAAPA and attendees a great show!"

"We asked the TEA to produce the What's New Theater session for us because they can leverage the creative talent of their membership and tell IAAPA's story about all the latest developments in our industry," said IAAPA President and CEO Charlie Bray. "Working together on this key event will boost the opening day at IAAPA's Attractions Expo and will help ensure an active and productive trade show floor in Atlanta. It will be an event you just can't miss!"

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Steve Ryan at ShoConcepts Inc. has been contracted to produce and provide creative direction and staffing for the convention session. "Steve at ShoConcepts was chosen to spearhead this production for TEA and IAAPA because of his excellent work in producing the Thea Awards Gala for the past three years," said Hanna. "He quickly understands the objective of events and leverages creative talent to best tell the story and entertain and engage the guests."

Parks, venues, manufacturers, designers and other industry stakeholders that have new and innovative attractions, products or services should contact Gene Jeffers at TEA, Gene@TEAConnect.org to be considered for inclusion in the What's New Theater presentation at IAAPA Attractions Expo.

The IAAPA Attractions Expo, with its theme "See What's New. Find What's Hot. Learn What Works" will draw tens of thousands from the amusement and leisure industries to the Georgia World Congress Center November 13-18, 2006. As the amusement and attractions industry's largest worldwide gathering, IAAPA Attractions Expo 2006 offers a solid week of business and fun set within 1 million gross square feet with more than 1,000 exhibitors, education sessions, behind the scenes tours, marquee social events and networking opportunities. This is the marketplace where amusement and attraction industry leaders, decision makers and visionaries gather to view and explore "What's New!"

IAAPA is the largest international trade association for permanently situated amusement facilities worldwide. The organization represents over 4,500 facility, supplier, and individual members from more than 90 countries. IAAPA strives to help members improve their efficiency, marketing, safety, and profitability while maintaining the highest possible professional standards in the industry. www.iaapa.org

TEA, formerly the Themed Entertainment Association, is a world-wide nonprofit alliance representing the creators of compelling places and experiences. The association conducts a wide range of business development, marketing, educational and networking efforts and activities. For more information about the TEA, please visit www.TEAConnect.org.

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