



## NEWS RELEASE

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### **MAGIQUEST™ TO BE FEATURED ON ABC'S "EXTREME MAKEOVER: HOME EDITION", SUNDAY, MAY 6**

*May 2, 2007, Myrtle Beach, S.C.* – Representatives from MagiQuest™, a live-action interactive adventure game, today announced they will be featured on ABC's "Extreme Makeover: Home Edition" on Sunday, May 6 at 8:00 p.m.

Eager to "spread the magic" to those in need, MagiQuest™ representatives approached the program's producers earlier this year regarding their interest in assisting with an upcoming project. When a compatible family was chosen for the program, MagiQuest™ was contacted and production began. Details of MagiQuest's™ involvement with the "Extreme Makeover: Home Edition" project must be kept confidential until the program airs this Sunday.

"We are truly honored to be a part of such a wonderful program," said Denise Weston, president for Creative Kingdoms, creators of MagiQuest™. "As the creator of a variety of family oriented attractions, we feel it is our goal to give back to those in need anytime we can. The 'Extreme Makeover: Home Edition' MagiQuest™ project is unlike anything previously seen on the program. It will definitely surprise viewers and most importantly the family receiving this wonderful gift."

#### **About MagiQuest™**

MagiQuest™ is a live-action adventure game that immerses players into a world of fantasy propelled by sophisticated technology. To participate in the game, each player receives a "magic wand" powered by patented technology that brings MagiQuest's™ 20,000 square foot "enchanted" realm to life.

In one respect, MagiQuest™ parallels the architecture of a video game. Players select from a variety of quests and adventures that, once successfully completed, result in an accumulation of special powers. As these powers increase, players proceed to higher levels of the game where the level of difficulty also increases. However, MagiQuest™ is not confined to a computer screen. It places players inside of a three dimensional, interactive fantasy world where they must follow clues that lead deeper and deeper into a magical realm populated by a dazzling array of characters and creatures. It fosters a problem-solving, shared discovery process between family members of all ages.

MagiQuest™ was featured as the cover story in the October 2006 issue of FUNWORLD, the magazine of the International Association of Amusement Parks & Attractions (IAAPA). IAAPA has more than 8,500 members in 82 countries. MagiQuest™ was also featured in the March 2007 issue of Games Magazine.

There are currently three MagiQuest locations in Myrtle Beach, S.C., Williamsburg, Va. and the Poconos, Pennsylvania. Future MagiQuest locations are scheduled to open by spring 2008.

For more information on MagiQuest™, visit [MagiQuest.com](http://MagiQuest.com).