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MAGIQUEST® EXPANDS LOCATIONS TO MALL OF AMERICA, CHICAGO AND LAUNCHES ONLINE GAME

(LAS VEGAS) November 16, 2009 – MagiQuest®, the world’s largest live action fantasy game, recently opened a new location at Mall of America and will open another location in Yorktown Center in Chicago in early 2010. In addition, MagiQuest will launch its new online game in December 2009.

The 12,000-square-foot MagiQuest opened October 12, 2009, in Mall of America and another of similar size will open in February 2010 in Yorktown Mall in Lombard, Illinois, a suburb of Chicago. The mall locations have a smaller footprint than the traditional MagiQuest locations, such as Myrtle Beach, South Carolina and Wisconsin Dells, Wisc., which range in size from 20,000 to 30,000 square feet and are spread over multiple levels. Mall of America features 12 quests and three adventures, and Chicago will have 20 quests and four adventures. Both attractions will also feature MallQuests that will allow players, called “Magi,” to continue questing throughout the malls.

“MagiQuest has been a tremendous success as a stand-alone facility and in resort locations and we look forward to offering a variation of our original MagiQuest designs in mall settings and smaller venues around the country,” said Denise Weston, co-founder and Director of Imagination at MagiQuest. “We are also extremely excited to announce that the MagiQuest online game will be available by the end of this month, so MagiQuest enthusiasts will be able to grow their skills as Magi both in our physical realms and our online game – so truly the game never ends.”

MagiQuest bridges the gap between physical play and computer play allowing guests to step into a world of mystery, magic and adventure where they can fight goblins, slay dragons and interact with magical creatures all through the power of a magic wand. Using the wand as a wireless controller, visitors use clues and hints to solve problems and progress through the game while earning points and power and encountering unique challenges. The wand remembers all of the 'moves' made in the game and can be used for future visits to any of the current 15 MagiQuest locations throughout the U.S. and Japan, so the game never ends. The ground-breaking technology created for MagiQuest was voted best new interactive gaming technology of 2006 by the Themed Entertainment Association (THEA).

MagiQuest's Online Game

Soon, Magi will also be able to continue their adventure outside the kingdom with MagiQuest Online. MagiQuest Online was developed with Cyan Worlds, the creators of the popular and best-selling computer games "Myst" and "Riven." Chapter One of the Massively Multiplayer Online Role-Playing Game (MMORPG) is scheduled for release by December 2009, and unlimited play will be available for \$9.99.

Unlike any other game that exists today, the patented technology in MagiQuest Online allows players to use and carry the same wand and other items that they earn in the real world game into the online realm, and vice versa. Powers and abilities achieved in both the online and physical locations will transfer back and forth between the real and virtual worlds instantly. Players also have the ability to personalize their Avatars as they travel through the virtual world. MagiQuest Online is a groundbreaking game that blurs the line between real life and the gaming world.

"MagiQuest Online promises gamers a unique and highly personalized gaming experience that fluently connects an online and real life entertainment experience that is much more than just a game," said Rick Briggs, Chief Interactive Officer and Co-Founder of Creative Kingdoms. "Imagine connecting the real-world, live action game of MagiQuest with the beautifully rendered worlds of Myst so that you can step inside the game and make it real. It's better than the Holodeck or Virtual Reality because it's real AND virtual at the same time."

About MagiQuest®

As the world's largest live action game, MagiQuest allows kids of all ages to unlock a fantasy world filled with magic, mystery and adventure through the sophisticated technology of a magic wand. Developed by Creative Kingdoms, the technology utilized in MagiQuest helps bridge the gap between physical play and computer play while taking visitors on a series of challenging quests with a cast of colorful characters. For more information, visit www.magiquest.com.

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