



INDUSTRY NEWS

March 27, 2006

Year-round winter sports park planned for Dallas

Thinkwell Design & Production, Baker Leisure Group and McGillivray Consulting Group are among those on board for a winter-themed entertainment venue and sports park planned to open in Dallas in late 2008.

The \$375 million Coolzone Winterplex project, which organizers say will be the world's first year-round, indoor-outdoor winter sports theme park, anticipates 1.6 million-2 million visitors per year.

Coolzone Winterplex is in the process of raising capital. The Bearfire Group, formed in late 2004 as the general partner for the project, has enlisted former Congressman Dick Armey to assist in these efforts.

"This is a very exciting and innovative project and will be another economic boost to North Texas," the former House Majority Leader said in a statement. "And besides, I can't wait to hit the slopes in Dallas!"

The Winterplex will use Snowflex, a technology developed by Briton Engineering in Great Britain. Snowflex is in use at some Olympic training parks, and in Europe, the public is skiing outdoors year round, organizers said. Snowflex incorporates a hydrogenated, multilayered skiing mat that mimics real packed powder.

Designs call for the Winterplex to resemble an alpine skiing village with hotel accommodations, fine dining and retail. The park's main attraction will be a 60-acre, 20-story outdoor ski and snowboard mountain complete with chairlifts and a snowboard park with competition halfpipe, toboggan and ski tubing.

The park will also feature two ice rinks, an outdoor ice trail, a winter wonderland for children with snow, an outdoor concert venue, rock climbing and rides.

Bearfire Group said it is talking with a "major motion picture studio" to use its intellectual property to theme a portion of the park.

Baker Leisure Group, responsible for such high-profile venues as Coca-Cola's Olympic City at the 1996 Summer Games in Atlanta and Al Shallal, the largest theme park in the Middle East, developed the feasibility study and business plan. It will provide operational consulting and management for the park. McGillivray will serve as project manager for this attraction.

Thinkwell's projects include the recently announced iPort, part of Harrah's Entertainment's bid for the resort-casino project in Singapore. Kirk Design, which worked on Tokyo DisneySea among its many projects, is also involved with Winterplex.