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Mar 28, 2006

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Posted Tuesday, March 28, 2006 by dunn

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Former Congressman and House Majority Leader Dick Arney Gets Behind Ambitious Project with Bearfire Group LLC, Baker Leisure Group, Kirk Design, Thinkwell, McGillivray Consulting, and Others for the Creation of the World's First Year-Round Winter Sports Theme Park

(Dallas, TX) March 27, 2006 — Bearfire Group LLC has assembled a team of top professionals to design and execute the Coolzone Winterplex, a new winter-themed entertainment venue and sports park planned for Dallas, Texas. In addition to teaming with industry leaders, the project has garnered support from former Congressman Dick Arney with the aim of increasing tourism and revenue for the city.

The brainchild of Bearfire Group LLC, General Partner of the Coolzone Winterplex LP, a Dallas Texas Limited Partnership, Coolzone Winterplex will combine an entertainment platform with family and extreme sports making it the world's first year-round, indoor/outdoor winter sports theme park. Formed in 2004, Bearfire Group conceived the Coolzone Winterplex and assembled the design and business team who will carry out the project to its completion.

"Coolzone Winterplex is a cutting edge-project that has been generating a tremendous buzz of excitement, first within our team and now among the theme park industry at large," said Charlie Aaron, president of Bearfire Group LLC. "By entering into business with talented industry veterans, Bearfire Group will ensure that Coolzone Winterplex is brought to fruition as one of the most unique and thrilling entertainment experiences on the planet."

Members of the project's team include Baker Leisure Group, Kirk Design Incorporated, and Thinkwell Design & Production. Baker Leisure Group, the 19-year company responsible for such high-profile venues as Coca-Cola's Olympic City at the 1996 Centennial Games in Atlanta, Georgia and Al Shallal, the largest theme park in the Middle East, developed the feasibility study and business plan for the Coolzone Winterplex and will provide operational consulting and management for the park. Bearfire Group will directly oversee the project on a daily basis, interfacing with all disciplines.

"Based on the impressive portfolios of both Kirk Design, Inc. and Thinkwell Design & Production, we're looking forward to opening and operating a brilliantly designed and immensely enjoyable theme park," said Steve Baker, president and chief executive officer of Baker Leisure Group.

The project manager for this attraction will be McGillivray Consulting Group of Orlando, Florida. Specializing in themed entertainment and hospitality projects, McGillivray Consulting Group provides project, cost, and construction management services to both public and private clients worldwide. Current projects include themed entertainment projects in China, Iceland, Israel, and the United States.

Further to contracting the services of top-flight theme park designers and a successful park operator, Coolzone Winterplex is in the process of raising capital for the project, and is pleased that it has reached an agreement with former House Majority Leader Dick Arney to assist in these efforts. Mr. Arney will assist in identifying and locating potential equity investors in the project as well as acting as an advisor to the company.

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

"The Winterplex aims at bringing the best of the Rockies to Texas," said Charlie Aaron of Bearfire Group. "Today, US skiers and snowboarders wanting to enjoy their sport in the summer need to travel to places like Argentina. The Coolzone Winterplex will provide year-round snow sports for the first time ever in the States."

Resembling an alpine skiing village and featuring first-rate hotel accommodations, fine dining and retail stores, the Coolzone Winterplex will offer the level of entertainment expected from a world-class theme park. The park's main attraction is an over 60-acre, 20-story outdoor ski and snowboard mountain, complete with chair lifts, a snowboard park with competition halfpipe, toboggans, and ski tubing. In addition to catering to extreme sports enthusiasts, the park will also feature activities for the entire family including two ice rinks, an outdoor ice trail, a winter wonderland for children with snow, an outdoor concert venue, rock climbing, and rides.

The Winterplex will use Snowflex, a new technology developed by Briton Engineering in Great Britain. Currently Snowflex is in use at some Olympic training parks and in Europe the public is already enjoying the benefits of skiing outdoors year round. Snowflex incorporates a hydrogenated, multi-layered skiing mat that mimics real packed powder which provides qualities and conditions like those of mountain snow.



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Bearfire Group is also in discussion with a major motion picture studio to use their intellectual property to theme a portion of the park. By populating the park environment with identifiable characters, the Coolzone Winterplex will attract families as well as sports enthusiasts. The intellectual property will be highlighted by rides and entertainment. Additional family attractions include educational components and an opportunity to play in real snow in the park's Winter Wonderland.

Bearfire Group plans to situate the park in the Dallas-Ft. Worth market to capitalize on the area's high rates of tourism originating from all parts of the US and overseas not to mention within the state itself. Texans love to ski and already dominate many ski resorts within the Rockies and Wasatch mountain ranges. The new Texas theme park anticipates attendance levels between 1.6 and 2 million visitors per year. Coolzone Winterplex is scheduled for completion in late 2008 at an estimated cost of \$375 million.

[Press Release]



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