



THINKWELL JOINS AMERICAN EXPRESS OPEN FORUM COMMUNITY IN SMALL BUSINESS RULES WEB FEATURE

Shares Best Practices With Fellow Small Business Owners Across Globe Via Online Network

(Burbank, CALIF.) December 17, 2009 — Thinkwell has joined OPEN Forum®, an online community hosted by American Express to support its customers who are business owners around the world.

OPEN Forum® provides a setting for introducing businesses to one another for the purposes of sharing best practices and forging new partnerships. Among its features, the site includes profiles of innovative small business owners designed to inform and inspire. These online video profiles, or “webisodes,” go by the name “Small Business Rules.”

Thinkwell’s “Small Business Rules” webisode features the perspective of Francois Bergeron, Thinkwell’s chief financial officer, who explains the company’s commitment to “innovate, collaborate and create.”

It’s a concise summary of the rules-to-live-by that are the keys to Thinkwell’s success and, according to Bergeron, it doesn’t apply only to the team’s work on new entertainment concepts, lives shows, museum experiences, amusement park rides and destination resorts—although the creation of those are the company’s reason for being.

“There is no way to consistently innovate and produce some of the best new entertainment experiences in the world without first creating an environment where the company cares about the people and the people care about the company,” said Bergeron.

A good rule for any business to follow—and one of the rules that helps the business that is Thinkwell to “rule.”

To learn more about Thinkwell and its best practices, view the “Small Business Rules” webisode at <http://www.openforum.com/idea-hub/topics/technology/video/innovate-collaborate-create-the-thinkwell-rule>.

ABOUT THINKWELL

From blank page to opening day, Thinkwell specializes in the creation of story-driven attractions, exhibits, live shows and environments. Its clientele is comprised of Fortune 500 companies, advertising agencies, production houses, museums, theme parks and destination resorts, including Cirque du Soleil, DreamWorks SKG, House of Blues, Sesame Workshop, Universal Studios and Thor Equities among others. Thinkwell takes a holistic approach to its projects, bringing years of experience in design, production and operations to deliver extraordinary results. For more information, visit <http://www.thinkwelldesign.com/thinkwell-group/>.