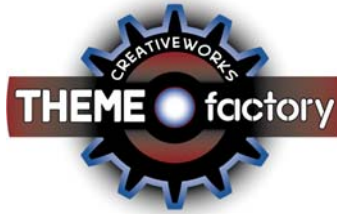


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The Creative Works Theme Factory introduces *LAZER FRENZY™*!

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Indianapolis-based theme and design company, Creative Works, has announced the release of its newest turnkey attraction, *LAZER FRENZY™*, to the entertainment industry. "We're very excited to make this announcement today, as we feel *LAZER FRENZY™* will be recognized as one of the hottest new attractions to hit the entertainment market in recent years." stated Jeff Schilling, President of Creative Works. "It's a low-cost attraction to install yet it offers high excitement for guests and high revenue potential for our clients, which is exactly what entertainment venues are looking for in today's economy."

Company officials describe *LAZER FRENZY™* as a new arcade-style attraction that combines the exhilarating, high-tech excitement of interactive lasers with LED technology that literally gets the player inside the game. Fitting into a space as little as 150 square feet, similar to a small party room and completely enclosed except for an entry/exit door, players will find themselves inside a glowing blacklight environment with brightly colored laser beams shooting across the room. The attraction offers a number of game formats and difficulty levels that provide guests with plenty of competitive fun.

Referring to several factors attributing to the high excitement level already received by entertainment venues to acquire the new game, Armando Lanuti, Client Relations Manager for the company stated "The attraction has a broad appeal in age range, starting as young as 5 years old with its easy to learn game objectives and extending to tweens, teens, and young adults with its multiple difficulty levels and the need for strategy and skill to achieve high scores." He continued "Plus, the shared enthusiasm

to play *LAZER FRENZY*TM by both boys and girls is creating quite a stir among many of the venues looking to acquire it."

The system is built on a rugged hardware and software platform that's easy to use and a built-in ability for it to be scalable in terms of size and upgradeable for future game releases. "With the use of our Z-Towers, you can rearrange your maze or add additional components in a manner of minutes without ever drilling into your walls or worrying about unsightly holes." said Armando.

Brad Feinman, VP of Business Development for Creative Works said "The interactive nature of the game really appeals to guests, as they compete against each other back and forth to achieve the highest score at the various difficulty levels." The action inside *LAZER FRENZY*TM is automatically recorded by video each time and displayed on a big screen television for the guests outside to watch. The current high score player's action is looped on the monitor for everyone to see. "This creates immediate satisfaction for the high score player and causes a lot of repeat plays by them and their friends to try to best each other." he went on to say. "The healthy aspects of the game also make *LAZER FRENZY*TM appealing to parents, as their kids are bending, stretching, rolling, jumping, and generally contorting their bodies in all kinds of ways to avoid the laser beams every game. And they are playing it over and over, making it a very attractive revenue generator for our clients.

Included with every *LAZER FRENZY*TM package is an interactive archway that uses arcade style buttons, and with the auto-attendant option the attraction requires no staffing to operate. Integrated controls work with the same tokens and swipe cards already in use by entertainment venues. "And with our eye-catching theming add-on, our clients can take the experience to the next level with 10 different quests available to theme *LAZER FRENZY*TM" stated Mr. Feinman. "Place your guests inside an Indiana Jones type environment where they must pass the lazer maze to reach the golden chalice. Or transport them to a futuristic space ship where they attempt to deactivate the self-destruct while avoiding the dangerous lazer beams before time runs out!"

Demonstrating the immediate attention *LAZER FRENZY™* is getting from industry experts, Frank Seninsky of Amusement Entertainment Management also weighed in on today's announcement. "*LAZER FRENZY™* is the number one new attraction concept that I have come across this year. It has the potential to earn 3 times or more in a year than what it costs, when a 1 to 1 ratio is a good rule of thumb. Its small footprint makes it an easy fit for just about any leisure entertainment facility. On top of that, it will fit into an existing birthday party room, giving that space additional revenue generating capability." He went on to comment "The difficulty levels of Easy, Medium, Hard, and Random as well as the ability to track score versus time, create the option to make *LAZER FRENZY™* a redemption game with a coupon-dispensing bonus feature. This week, AEM is working with Creative Works to install *LAZER FRENZY™* into the Grand Country Square Fun Spot in Branson, MO.

About The Creative Works Theme Factory – The Theme Factory is a full-service theme creator and prop builder for the entertainment industry with a talented group of 3D illustrators, graphic designers, sculptors, wood craftsmen, and painters who can bring any idea to life. To learn more, visit <http://www.THEWOWEFFECT.com> or call toll free (877) 843-6348.

Frank Seninsky is an industry expert with Amusement Entertainment Management (AEM), co-founder of Foundations University, contributor to multiple trade publications including Vending Times, RePlay Magazine, and Play Meter, and is the recognized leading expert in the Redemption industry. To learn more about Frank's work, visit <http://www.aemllc.com>.

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