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SCS Interactive and Horizon Three Industries Form a Strategic Partnership

Industry Collaboration brings Greater Interaction and Innovation to Water Play Structures

Denver, Colo. (March 5, 2008) - SCS Interactive, Inc., known throughout the waterpark industry as the innovator of the interactive treehouse concept and the creator of the giant tipping buckets has recently partnered with Horizon Three Industries, LLC to develop industry-leading water play structures. Fostering interaction not only in its play structures but amidst industry professionals is important to SCS, and Horizon Three is happy to be part of this most recent collaboration.

While others have been looking toward surfable waves, whitewater rapids, or the latest re-interpretation of a waterslide for new product development, SCS Interactive has found its inspiration from a different source – *Theme Park Rides*. SCS began talking with Horizon Three Industries of Orlando, FL. in October 2007 and the partnership was solidified in January 2008. SCS has now become the exclusive worldwide integrator of Horizon Three Industries new water ride products into water play structures.

“We had been making presentations to park owners and designers for over a

year and they were all looking for something new – something other than a slide, a wave, or a lazy river. We had that but no one had the real estate to install just our rides. We discovered that water play structures are what warrant the real estate and SCS Interactive is the worldwide leader in water play structures. By partnering with them we have found a perfect fit and a huge opportunity not only for Horizon Three Industries and SCS Interactive but for the entire waterpark industry” said Rusty Rustad, senior project manager for Horizon Three Industries.

SCS first became aware of Horizon Three during the World Water Park Association and IAAPA trade shows last fall. At these shows Horizon Three Industries was introducing the first prototype of its Geyser Gunner™ ride and this caught the attention of Doug Pagel, director of key account sales at SCS Interactive.

“Here was something completely new, and I mean new, as in never before seen or even imagined. I immediately recognized the potential for integrating this ride into our play structures. It’s a



fantastic fit and they have three or four additional rides that are just as amazing! This will change the industry” said Doug

Although the SCS Interactive/Horizon Three partnership was just finalized, a new innovation has already sprung out of this collaboration, the SCS Splash Warehouse. The Splash Warehouse which is set to launch in 2009 will demonstrate how well strategic partnerships can work to drive success throughout the waterpark industry. This new interactive structure will feature SCS’ innovative interactives in conjunction with Horizon Three’s Geyser Gunner™ which allows two teams to compete against each other in a fun, watery battle and its Soaker Swing™ which twirls and douses you as your ride over the crowd. SCS’ knows these rides will be an ideal compliment to its interactive structures. By adding these rides to the SCS family of interactives the waterpark industry is bound to see some truly new water play structures.

“The waterpark industry is always looking for the newest and most exciting ride or structure and by partnering with Horizon Three Industries we know that SCS is now offering its clients the best of both worlds. I look forward to a fruitful collaboration with Horizon Three - keep your eyes open for even more interactive innovations from this team” said Steven Wagner, vice president of sales and marketing at SCS Interactive.

About SCS Interactive

SCS Interactive has been the source of great waterparks since 1986. SCS has revolutionized the water play industry as the originator of the multi-level interactive treehouse concept, the creator of the giant tipping bucket seen at amusement parks around the world, and the developer of the world’s first wet and dry water coaster known as SplashTrack™. Some of the biggest resorts, amusement and water parks all over the globe showcase SCS Interactive structures as signature attractions. Additional information about SCS Interactive can be found on the website at www.scsinteractive.com.



About Horizon 3

Horizon Three Industries, LLC is a market leader in unique, custom-built equipment and systems for the Theme Park, Water Park, and Entertainment Industries. Its systems are based on solid engineering, high quality fabrication and assembly, expert installation and the best support and customer service. Horizon Three Industries products are installed in venues around the world. The company typically provides all aspects of a project from concept to completion. Visit our website at www.horizonthreeindustries.com.

