



the source of great waterparks

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Hard Rock Park is Rockin' and Rollin' with Three Dynamic SCS Interactive Installations

Denver, Colo. (June 20, 2008) Hard Rock Park, the world's first rock n' roll theme park is home to three SCS Interactive installations. Hard Rock Park which held its Grand Opening on June 2, 2008 is the largest tourist attraction in the Myrtle Beach market. SCS Interactive is excited about having a strong presence in this one of a kind theme park.

"SCS Interactive truly enjoyed working with Hard Rock on this unique project. It was a great opportunity for us to use our theme park background in the creation of our three attractions, Reggae River Falls, Slippery When Wet and Garage Jam. All three of these distinctive installations integrate perfectly with the Hard Rock theme park and offer a variety of unforgettable play for the entire family," said Steve Wagner, vice president of sales and marketing at SCS Interactive.

Reggae River Falls, an SCS Discovery Treehouse™, offers a great cooling area for children of all ages. There are over 15 decks to explore throughout the structure and it is topped by a 6 foot tipping bucket that holds up to 750 gallons of water. It also offers more than 40 different interactives for the whole family to soak one another with, all while rocking out to the steel drum music that is playing in the area

Garage Jam is SCS Interactive's patented ballplay installation and is a Rock and Roll Garage themed FoamFactory™. This FoamFactory™ has 2 levels and over 50 different interactives along with 4 bridges. This structure offers an ideal place for everyone in the whole family to play together and discover fun for all ages.

Slippery When Wet is a wet interactive rollercoaster which was a collaboration between SCS Interactive and Premier Rides. The water effects which SCS integrated into the ride allow for spectators to blast riders with water as they pass by while riders have the ability to retaliate via a button in their car which will set off a water interactive on the ground below. The interactives include Blasters, Geysers, Mist Tunnels, Water Curtains and much more. This is SCS Interactive's third SplashTrack™ installation within the US and this ride brings interactivity to a new level.

All attractions were custom themed to match the design intent of the park. In doing so, SCS was able to leverage its experience and dedication to the theme park industry. SCS's commitment and attention



Top: *Reggae River Falls*, Bottom Left: *Slippery When Wet*, Bottom Right: *Garage Jam*

to detail paid off, the attractions integrate seamlessly with the rest of the park.

The Neuman Group designed the pools in and around the SCS water structures and interactives and they collaborated with SCS Interactive on the installation of all three attractions.

About SCS Interactive

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

About Hard Rock Park

HRP Myrtle Beach Operations, LLC, a wholly-owned subsidiary of Hard Rock Park (HRP), designed, developed, constructed, & owns & operates Hard Rock Park (the "Park"), an approximately 140-acre rock-n-roll theme park in Myrtle Beach, SC, under a long term license agreement with Hard Rock Café International (USA), Inc. The members of HRP Myrtle Beach Partners, LLC, the parent of HRP, are (i) HRP Executive Management Co., LLC, an entity owned by the Park's executive management team consisting of Steven Goodwin, Felix Mussenden and Jon Binkowski, who designed & developed the Park's concepts & are responsible for operating the Park; (ii) FHTP, LLC, a group of prominent Myrtle Beach investors & community leaders; & (iii) HRPV-I, LLC, a joint venture led by real estate developer Ziel Feldman, Amnon Bar-Tur, the Managing Member of SafeHarbor Holding, LLC, & Israeli investment funds Africa Israel Investment & Polar International Real Estate. For more information visit the Hard Rock Park's website at www.hrpusa.com.