



Chance Morgan Inc.  
4219 Irving  
Wichita, KS 67209

## PRESS RELEASE

November 20, 2006  
FOR IMMEDIATE RELEASE

**Contact:**

Sara Julian  
Marketing Manager  
Phone: (316) 945-6555, ext. 2292  
Fax: (316) 942-7416  
E-mail: sara.julian@chancemorgan.com

### Hard Rock Park Signs Chance Morgan to Deliver Revolutionary Attractions

Wichita, Kan. - Hard Rock Park, the world's first rock 'n' roll theme park, announced on November 15, 2006 that it has signed agreements with the industry's top guns in themed ride technology, including Chance Morgan, Inc.

These industry specialists will be responsible for the design, engineering and manufacturing of all major rides at Hard Rock Park, which is scheduled to open in Myrtle Beach, South Carolina in the spring of 2008.

Hard Rock Park challenged each of the manufacturers to deliver innovative features to their attractions that will enhance the appeal and uniqueness of each ride experience. Although all parties continue to be bound by strict confidentiality agreements, Hard Rock Park plans to unveil, in the near future, the key intellectual properties, original creative & production elements and mechanical archetypes that start the "next revolution" in themed entertainment. The Park will immerse guests of all ages in the fun, culture and irreverence of rock music just as Hard Rock Cafes, Hotels & Casinos have done for more than 35 years.



Left to right, Wolfgang Richter, President, Huss Park Attractions; Jim Seay, President, Premier Rides, Inc; Steven Goodwin, CEO, Hard Rock Park; John Wood, Chairman & CEO, Sally Corporation; Walter Bolliger, President, Bolliger & Mabillard Consulting Engineers Inc.; Mike Chance, President, Chance Morgan, Inc.

-more-

The announcement was made at the IAAPA (International Association of Amusement Parks and Attractions) convention in Atlanta, Georgia which is the largest Amusement Park convention in the world with thousands attending annually.

Steven Goodwin, CEO of Hard Rock Park, met with each of the companies at the conference to welcome them to the team responsible for delivering “the first major theme park constructed in the US in nearly a decade,” and to further discussions on design strategy.

“We are very impressed with the high quality of product these companies have to offer. The attractions they are creating compliment the other live shows, entertainment and interactive elements that we have planned for the Park,” said Goodwin. He added, “We are spreading the spirit of rock ‘n’ roll throughout the Park and have encouraged our design teams to find new, fun and innovative ways to bring that essence into each attraction.”

Hard Rock Park’s partners were equally as excited about this opportunity to develop pioneering attractions that would appeal to the whole family. Mike Chance, President of Chance Morgan, Inc explained, “This is a one-of-a-kind opportunity to be involved in something so ground-breaking. We have been encouraged to think outside of the box to produce great rides. With that in mind, we are combining forces with our strategic partners at Vekoma to deliver a series of great rides that will entertain visitors to Myrtle Beach for years.”

Hard Rock Park is owned by HRP Myrtle Beach Operations, LLC (“HRP”), which is designing, developing, constructing, and will operate Hard Rock Park (the “Park”), an approximately 140-acre rock-n-roll theme park in Myrtle Beach, South Carolina, 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 and developed the Park’s concepts and will be responsible for building and operating the Park; (ii) FHTP, LLC, a group of prominent Myrtle Beach investors and community leaders; and (iii) HRPV-I, LLC, a joint venture led by real estate developer Ziel Feldman, Amnon Bar-Tur, the Managing Member of SafeHarbor Holding, LLC, and Israeli investment funds Africa Israel Investment and Polar International Real Estate.

Chance Morgan, Inc. is located in Wichita, Kansas. For more information about Chance Morgan products, visit [www.chancemorgan.com](http://www.chancemorgan.com).

###

