



Contact:

Cresta Lewis or Laura Whitman, APR
Dan Pinger Public Relations
(513) 564-0700

NEW ATTRACTION FIRST OF ITS KIND IN REGION, IN NATION *Unique, Adventurous Attraction Will Span Two States*

Cincinnati, OH – Nov. 9, 2005 – Dennis Spiegel of International Theme Park Services, Inc., known world-wide for bringing unique leisure-time attractions to the masses, earlier today unveiled his company's newest venture – the Purple People Bridge Climb. Spanning the Ohio River and connecting Cincinnati, OH and Newport, KY, the Purple People Bridge Climb will give locals and visitors alike a 360-degree view of the Queen City region's riverfront history.

"There's nothing like this in the nation or even in the northern hemisphere," said Newport Mayor Tom Guidugli. "In fact, there are only three similar attractions in the world and those are in Sydney and Brisbane, Australia, and Auckland, New Zealand. To have a venue of this caliber right here on the Tri-state's Main Street—the Ohio River—is a great asset to us all and it continues to foster regionalism between Northern Kentucky and Greater Cincinnati."

"Between our new sports venues, world-class museums, and outstanding dining and entertainment venues, Greater Cincinnati and Northern Kentucky are enjoying a growing reputation as a regional destination," stated Cincinnati Mayor Charlie Luken. "The Purple People Bridge Climb is certainly another feature sure to draw the interest of those both near and far."

The Purple People Bridge Climb is an adventure for the young, old and everyone in between. Starting at the foot of the Purple People Bridge in Newport, climbers will embark upon a unique journey that will take them up among the upper trestles of the bridge's five spans providing them with a bird's eye view of Northern Kentucky and downtown Cincinnati. At the apex of the bridge, climbers will walk out onto a plexi-glass floor suspended directly over the Ohio River. Climbers also will be taken on a path underneath the bridge near the Ohio side of the bridge to get a close-up look at its architecture. During the trip, experienced guides will share stories about the bridge's history and structure, while sprinkling in anecdotes of the region's distinct role in Ohio River history.

"I was very taken with the Bridge Climb concept and wanted to bring it to the U.S.," said project creator Dennis Speigel. "The Purple People Bridge offered an excellent venue—at over a half-mile long, it's the longest pedestrian-only bridge in the country and it links a number of entertainment, dining and nightlife venues along the Ohio and Kentucky riverfronts. Best of all, it's right in my own hometown."

The Bridge Climb will be constructed of a continuous series of catwalks linked together to form a pathway on which climbers will walk. Several ladders will take climbers from one plateau to another. To ensure participants' safety during the climb, each will be outfitted with a special climb suit, secured to the bridge with a fall restraint safety system and provided with state-of-the-art headsets that use bone conduction technology for communication. These headsets do not use earpieces. Instead, they conduct sound to the inner ear through the bones of the skull (similar to the technology used in some hearing aids) and allow participants to hear their guide, yet still be able to listen to ambient sounds.

Construction on the Purple People Bridge Climb will begin this winter and the attraction is scheduled to open in Spring 2006. Tickets will go on sale January 1, 2006, through the Bridge Climb Web site at www.purplepeoplebridgeclimb.com. Cost of tickets will start around \$60 per person. The Purple People Bridge Climb's center of operations will be based at Newport on the Levee.

About the Purple People Bridge

Originally built in 1872, the 2,670 foot Purple People Bridge underwent a \$4 million renovation in 2003 and re-opened as the country's longest, pedestrian-only walkway connecting two cities in two states, Newport, KY, and Cincinnati, OH. Its unique moniker comes from the fact that the bridge is painted a very distinct shade of purple making it easily recognizable. The bridge is owned by Southbank Partners, a non-profit group promoting economic development in Northern Kentucky's river cities.

About Dennis Speigel and International Theme Park Services, Inc.

Dennis Speigel is President of International Theme Park Services, Inc., where "FUN IS A SERIOUS BUSINESS." Established in 1983, ITPS is the leisure industry's leading independent, full-service consulting firm. Based in Cincinnati, OH, ITPS is uniquely qualified to assist in all aspects of entertainment project development world-wide and has worked on more than 400 projects in 40 countries. ITPS has developed successful projects for theme and amusement parks, waterparks, resorts, specialty attractions, family entertainment centers, malls, aquariums and zoos.

###