



A World Leader In  
**UNBELIEVABLE  
FAMILY  
ENTERTAINMENT!**





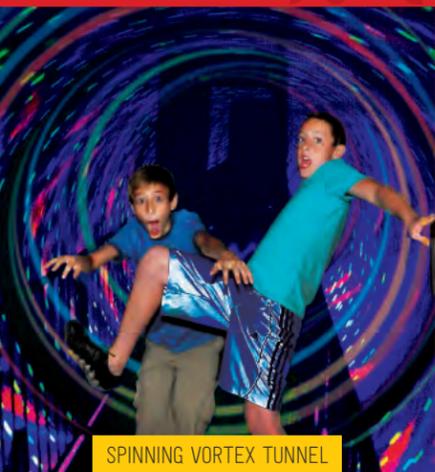
MEGALODON SHARK JAW



PIECE OF THE BERLIN WALL



COLOR BRITE INTERACTIVE



SPINNING VORTEX TUNNEL



OPERATION INTERACTIVE

### LOCATIONS

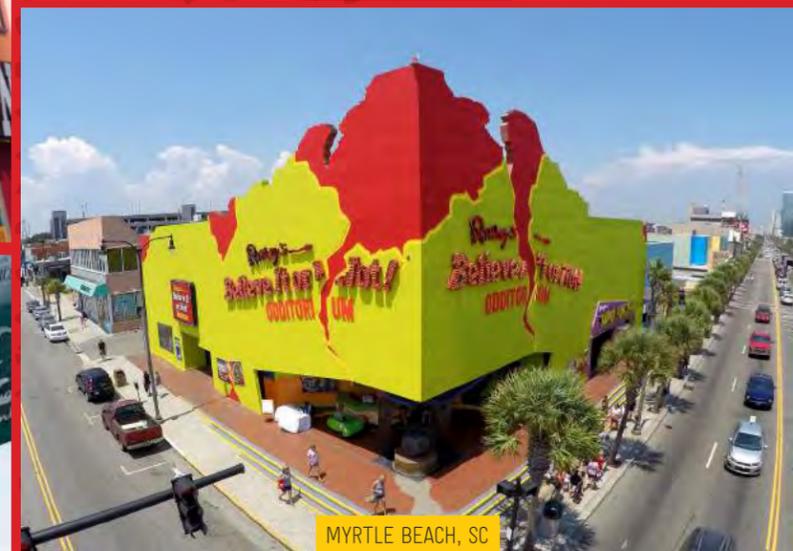
- » AMSTERDAM, NETHERLANDS
- » ATLANTIC CITY, NJ
- » BALTIMORE, MD
- » BLACKPOOL, ENGLAND
- » BRANSON, MO
- » CAVENDISH, CANADA
- » COPENHAGEN, DENMARK
- » GATLINBURG, TN
- » GENTING HIGHLANDS, MALAYSIA
- » GRAND PRAIRIE, TX
- » GUADALAJARA, MEXICO
- » HOLLYWOOD, CA
- » JEJU ISLAND, KOREA
- » KEY WEST, FL
- » MEXICO CITY, MEXICO
- » MYRTLE BEACH, SC
- » NEW YORK CITY, NY
- » NEWPORT, OR
- » NIAGARA FALLS, CANADA
- » OCEAN CITY, MD
- » ORLANDO, FL
- » PANAMA CITY BEACH, FL
- » PATTAYA, THAILAND
- » SAN ANTONIO, TX
- » SAN FRANCISCO, CA
- » ST. AUGUSTINE, FL
- » SURFERS PARADISE, AUSTRALIA
- » VERA CRUZ, MEXICO
- » WILLIAMSBURG, VA
- » WISCONSIN DELLS, WI



NIAGARA FALLS, CANADA



OCEAN CITY, MD



MYRTLE BEACH, SC



GATLINBURG, TN



BALTIMORE, MD



PANAMA CITY BEACH, FL

# Ripley's Believe It or Not! ODDITORIUM

## Weirdly Entertaining

Ripley's Believe It or Not! Odditoriums have drawn millions of curiosity seekers around the world since the 1950 opening of the first permanent location in St. Augustine, Florida. Based on Robert Ripley's personal collection, the expert staff continues to search the globe for the strange and unusual. Ripley Entertainment continually adds new artifacts, themed galleries, captivating video stories and interactive displays to immerse the guests in a fun-filled unbelievable experience.

**Odditoriums range in size from 8,000-25,000 square feet and feature eye-catching architectural styling, designed to stand out in every city in which they're located.**



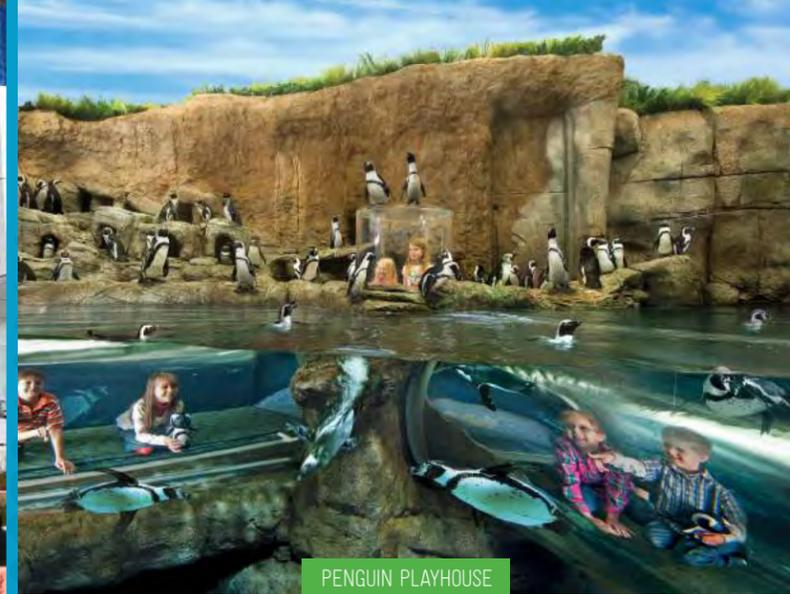
MYRTLE BEACH, SC  
80,000 SQ FT



GATLINBURG, TN  
100,000 SQ FT



TORONTO, CANADA  
135,000 SQ FT



PENGUIN PLAYHOUSE



SEA-FOR-YOURSELF DISCOVERY CENTER



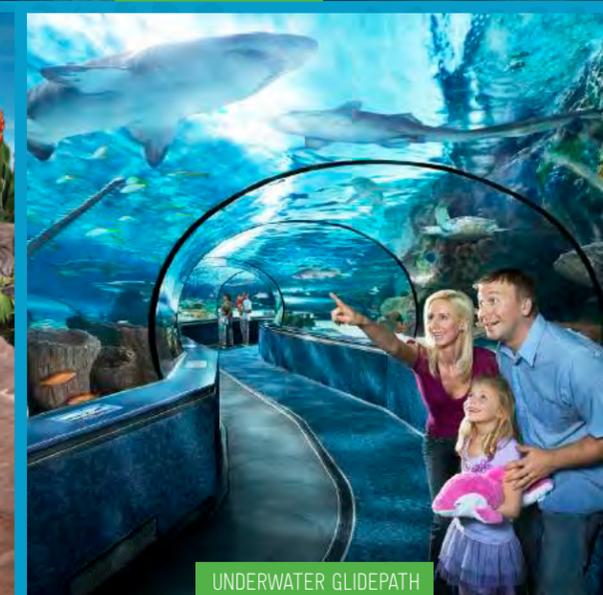
STINGRAY EXPERIENCE



DIVE SHOW



MERMAID MEET AND GREET



UNDERWATER GLIDEPATH



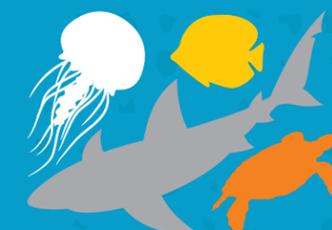
## World-Class Aquariums

At Ripley's three aquariums, guests can enjoy the beautiful colors and peaceful serenity of exotic coral fish, travel on moving glide paths, touch a sting ray or even dive with sharks. Visitors come face-to-face with thousands of fascinating fish and menacing sea creatures including everything from barracudas to sea turtles, to jellyfish, octopi, moray eels and giant sharks! At the Gatlinburg Aquarium, guests can come hand-to-flipper with a colony of South African penguins!

Located in beautiful downtown Toronto, the latest aquarium, Ripley's Aquarium of Canada, is an extraordinary destination for millions of visitors. Guests can observe live animals and underwater scenery in 45 different tanks, which hold more than 1.5 million gallons (5.7 million liters) of water home to marine and freshwater habitats from around the world. With world-class scientists, educators and divers on hand, Ripley's Aquariums offer a wide variety of learning experiences delivered in a fun atmosphere where success is measured in smiles.

ACCREDITED BY THE  
**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**

Since 1997, Ripley Entertainment  
has thrilled millions of visitors with  
their world-class aquariums.



500 Species  
(and growing)

15000+

15,000+ animals in  
each aquarium



Longest underwater  
glidepath in North  
America (Toronto)



Over 4.25 million  
guests per year



GLASS BOTTOM BOAT ADVENTURE



GLASS BOTTOM BOAT ADVENTURE



PEARL HARBOR EXHIBITION



GLASS BOTTOM BOAT ADVENTURE



SHARK CAGE DIVE



3-STORY DISCOVERY PLAY CENTER



PEARL HARBOR EXHIBITION

## Always Something New at Ripley's Aquariums

### Glass Bottom Boats

Featuring a 16-foot (5-meter) boat, Ripley's Glass Bottom Boat Adventures are the first and only of their kind in North America. This new experience gives guests an up-close view of shark lagoons like never before! Now sailing in Myrtle Beach and

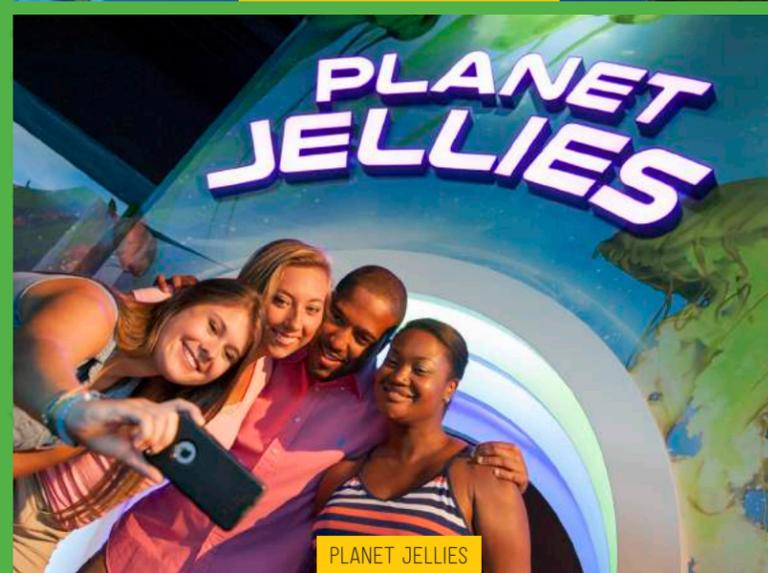
### Discovery Play Center

The 3-story Discovery Play Center in Ripley's Aquarium of Gatlinburg is fun for all ages. Featuring rope bridges, silly photo ops, and overlook views of Discovery Center, guests now have even more to see and do.

### Planet Jellies

With interactive displays and color-changing tanks, Planet Jellies immerses guests in the mesmerizing world of jellies! Featured in the Toronto and Myrtle Beach locations, guests encounter one of the largest jelly exhibitions in the world, including the life cycle of jellies, a touch-a-jelly tank, and conservation education.

**From temporary exhibitions such as the new Pearl Harbor show or aquatic adventures like shark cage dives, Ripley's Aquariums continue to grow and evolve every year.**



PLANET JELLIES



JELLIES TOUCH TANK



LUMBERJACK TREE HACK



FAST FISTS CHALLENGE



MIND BLOWING INTERACTIVES



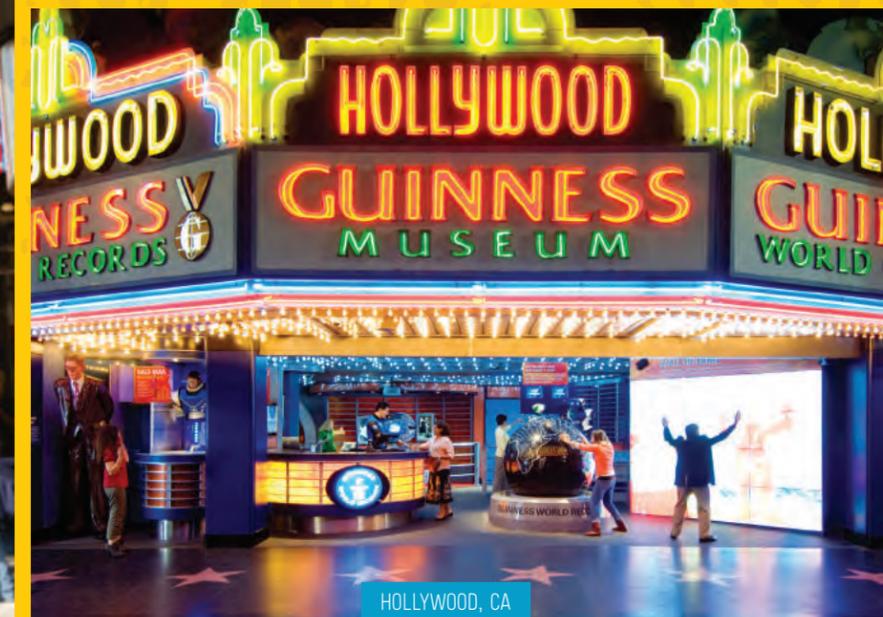
HOP SCOTCH RECORD BREAKER



NIAGARA FALLS, CANADA



GATLINBURG, TN



HOLLYWOOD, CA



## Best of the Best

The book comes to life through incredible displays, interactive games, trivia, themed galleries and video! Visitors enjoy hundreds of amazing Guinness World Records exhibits from sports and space to animal and human achievements. Guinness World Records Attractions capture the challenge, excitement and accomplishment of being a recognized GWR title holder!

Do you have what it takes to break a Guinness World Record?

### LOCATIONS

- » COPENHAGEN
- » GATLINBURG
- » HOLLYWOOD
- » NIAGARA FALLS
- » SAN ANTONIO



HIGH-ENERGY CHALLENGES



**LOUIS  
TUSSAUD'S**  
waxworks®

## Stars Shine Bright

Ripley Entertainment has been operating the world-famous Louis Tussaud's WaxWorks since 1957. The attractions feature handcrafted figures of both historic personages and contemporary celebrities from the worlds of sports, music, and film. Photo opportunities abound as guests come face-to-face with their favorite stars.



Experience the world of movie stars, athletes, fantasy, fear and more!

### LOCATIONS

- » GRAND PRAIRIE
- » NIAGARA FALLS
- » SAN ANTONIO
- » PATTAYA, THAILAND





Ripley's  
**MOVING THEATER**

**RIDE THE MOVIE, FEEL THE RUSH!**

Ripley's Moving Theaters allow guests to experience movies like never before with advanced motion simulators! Experience thrilling movies powered by REAL-D 3-D and amplified with wind, rain, snow and other special effects.

**LOCATIONS**

- » AMSTERDAM
- » BALTIMORE
- » GATLINBURG
- » GRAND PRAIRIE
- » MYRTLE BEACH
- » NIAGARA FALLS
- » PANAMA CITY BEACH
- » SAN ANTONIO
- » PATTAYA, THAILAND
- » WILLIAMSBURG



Ripley's  
**MARVELOUS! MIRROR MAZE**

Ripley's Mirror Mazes an awesome challenge in perception and sense of direction. Focus all five senses to find the way through a dazzling labyrinth of mirrored reflections and colored lights. Get lost! No really... that's kind of the point!

**LOCATIONS**

- » BALTIMORE
- » GATLINBURG
- » GRAND PRAIRIE
- » MYRTLE BEACH
- » OCEAN CITY
- » PANAMA CITY BEACH
- » PATTAYA, THAILAND
- » SAN FRANCISCO
- » WILDWOOD

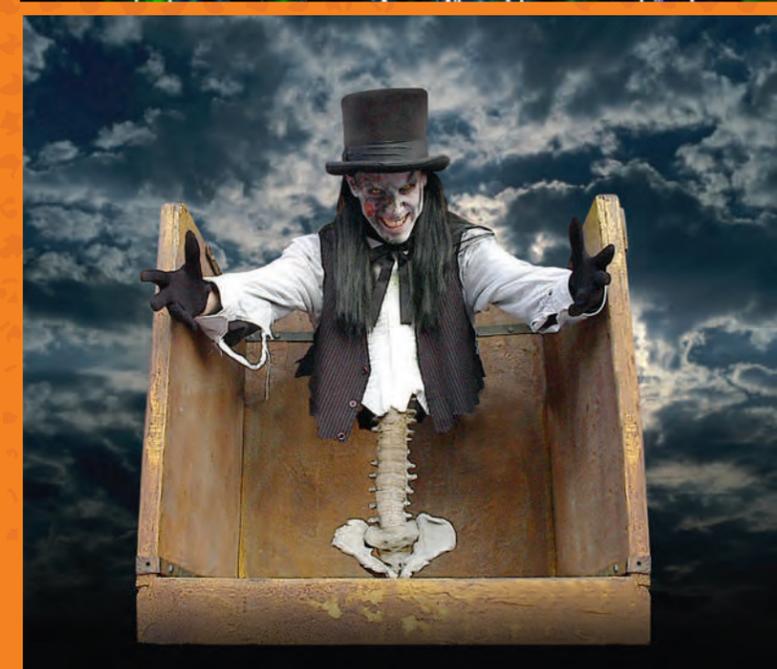


Ripley's  
**HAUNTED ADVENTURE**

A world-class attraction, Ripley's Haunted Adventures spook and thrill guests daily. The multi-million dollar haunted houses feature live actors, animatronics and bone chilling special effects.

**LOCATIONS**

- » GATLINBURG
- » MYRTLE BEACH
- » PATTAYA, THAILAND
- » MALAYSIA
- » SAN ANTONIO



Ripley's  
**IMPOSSIBLE LaserRace**

Ripley's Impossible LaserRaces challenge guests to expertly navigate a web of brilliant green lasers. Guests race against the clock as they duck, lunge and tip-toe their way through the lasers as quickly as possible.

**LOCATIONS**

- » ATLANTIC CITY
- » GRAND PRAIRIE
- » NEW YORK CITY
- » OCEAN CITY
- » PANAMA CITY BEACH
- » SAN FRANCISCO
- » SURFERS PARADISE
- » WILLIAMSBURG
- » WILDWOOD





# Ripley's CARGO HOLD GIFT SHOP

Purchase a variety of treasures in the gift shops, including best-selling Ripley's Believe It or Not! books, unique jewelry, stuffed animals, clothing and home decor.

### LOCATIONS

- » GATLINBURG
- » GRAND PRAIRIE
- » MYRTLE BEACH
- » SAN ANTONIO
- » ST. AUGUSTINE

# Ripley's CANDY FACTORY

A trip to Ripley's Candy Factory is a sweet dream come true! With hundreds of varieties of candy to chose from, there's something for everyone!

### LOCATIONS

- » GATLINBURG
- » MYRTLE BEACH
- » OCEAN CITY
- » SAN FRANCISCO



# Ripley's MINI GOLF

Ripley's one-of-a-kind miniature golf courses are highly engaging, featuring animated characters, water obstacles and interactive elements at every turn!

### LOCATIONS

- » GATLINBURG
- » SEVIERVILLE
- » ST. AUGUSTINE

# RED TRAIN TOURS

Ripley's Red Train tours are the best way to enjoy the historic city of St. Augustine, Florida, with 22 stops and a fully narrated tour! Ripley's Ghost Train Adventure takes a ride on the dark side with interactive, paranormal investigations. Both tours offer history and fun all in one!

### LOCATIONS

- » ST. AUGUSTINE



# Ripley's SMASH DASH

Ripley's Smash Dash keeps guests on their toes by testing their reflexes. Buttons light up and buzz around with only seconds to turn them off as fast as possible! Guests can compete against the clock or a friend.

### LOCATIONS

- » BALTIMORE
- » HOLLYWOOD
- » SEVIERVILLE
- » WILDWOOD

# Ripley's SUPER FUN ZONE!

Have a blast playing state-of-the-art video games! The coolest prizes in town can only be won at Ripley's Super Fun Zone!

### LOCATIONS

- » GATLINBURG
- » MYRTLE BEACH
- » SEVIERVILLE





**Ripley**  
PUBLISHING

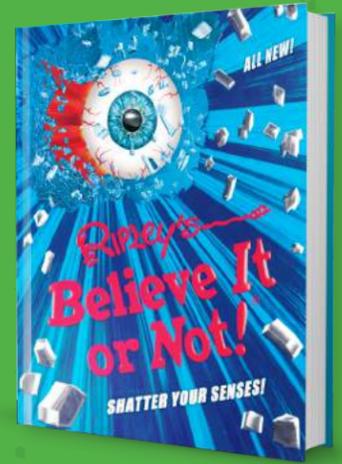
## Phenomenal Books

Publishing books for almost a century, Ripley Entertainment's publishing division continues to amaze and delight readers of all ages. Starting with the first collection of Robert Ripley cartoons in 1929, the company has grown to publish multiple books each year, including its highly anticipated annual Believe It or Not! book, the latest of which is *Shatter Your Senses!* Packed with amazing photos and astonishing facts, more than one million copies are printed worldwide each year. The youngest Ripley fans will love the bright colors and characters of

our *Oddphabet* and *Wacky 1-2-3* board books, and older kids will enjoy reading about all kinds of fun facts in the *Fun Facts & Silly Stories* series, including the latest release *The Mane Event!*



Parents' Choice,  
USA Best Book Awards  
Mom's Choice Awards



14th  
Annual

## Television

From the start, Robert Ripley took advantage of all media to spread his Believe It or Not! stories. He was a champion of radio, newsreels, the lecture circuit and in 1949, he became a television pioneer with one of the first regularly scheduled TV shows! His television legacy has continued through various shows and specials, including the hit show produced by Columbia Pictures from 1982-1986, starring host Jack Palance. The most recent incarnation of the Ripley's Believe It or Not! TV show, hosted by Dean Cain, is currently in worldwide syndication.



## Web & Social Media

Get your daily dose of the unbelievable! Ripley's is snapping, tweeting, sharing and blogging. Inject some odd into your life and get social today!



Over two million  
Facebook fans



Nearly 12 million  
online visitors



Over 100 thousand  
Twitter followers



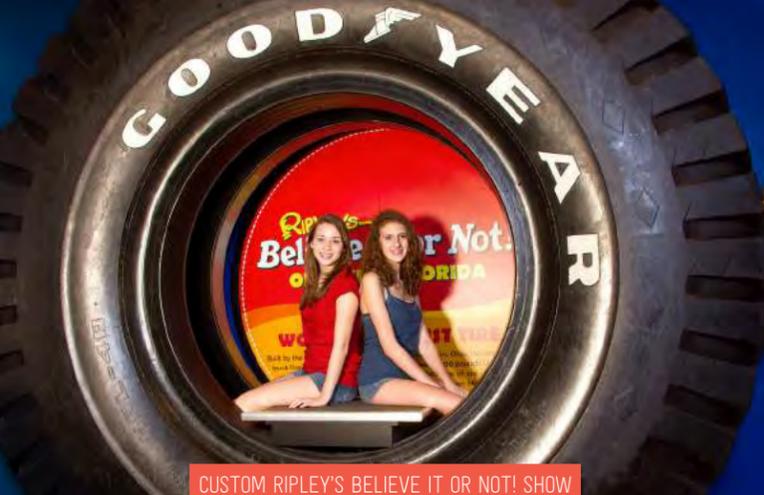
Visitors from more  
than 200 countries



## RIPLEYS.COM

RipleysBelievertorNot     @Ripleys  
 #RipleysOdditorium     RipleysB10N  
 SIGN UP: [Ripleys.com/Newsletter](http://Ripleys.com/Newsletter)





CUSTOM RIPLEY'S BELIEVE IT OR NOT! SHOW



THE SCIENCE OF RIPLEY'S BELIEVE IT OR NOT



UNIQUE PHOTO OPS



RIPLEY'S ART SHOW - COMING SOON!

## Franchising

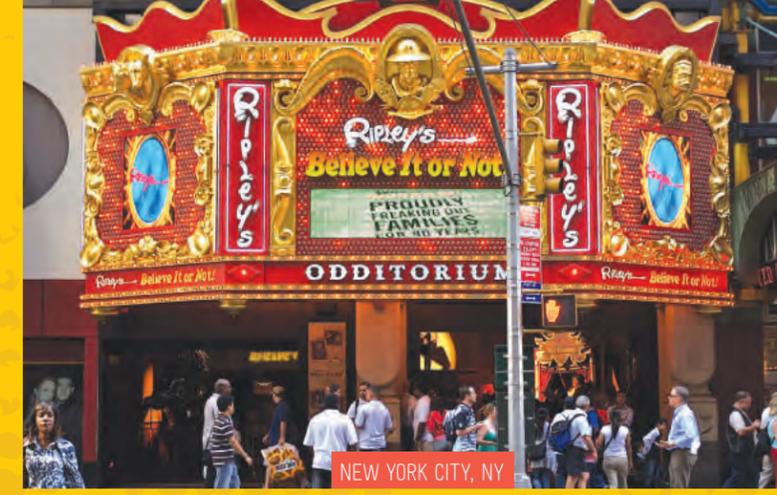
Ripley Entertainment is the owner/operator of the world's largest chain of walk-through tourist attractions. They have been designing and building attractions since the early 1950s, and the large network of attractions provides ample opportunities for cross promotion and purchasing power.

The company has embarked on a strategic and extensive world-wide franchising plan that has expanded Ripley attractions into 11 countries. The management team has decades of experience in the attractions business and offers their expertise and support in the franchisee's operations including:

- » Site Selection
- » Advertising & Promotion
- » Attraction Design
- » Cash Controls
- » Access to Exhibits
- » Administration

**TO REQUEST  
FRANCHISE INFORMATION  
PLEASE CONTACT**

[franchise@ripleys.com](mailto:franchise@ripleys.com)



NEW YORK CITY, NY



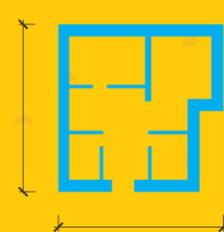
JEJU ISLAND, KOREA

## Ripley's® Traveling Shows

Ripley Entertainment offers unique opportunities in traveling show and temporary exhibition development. Through substantial design and operational support, Ripley Entertainment provides show element design, original artifacts, interactive design and development, intellectual property, media rights and use of their world famous trademarks. Temporary exhibitions can be designed and adapted to fit various areas in a multitude of locations worldwide.

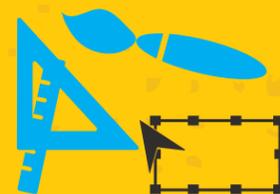


**Relevant and  
Unique Artifacts**



**Flexible Space**

{ 2,000-20,000 square feet  
185-1858 square meters }



**Design and  
Development of  
Custom Shows**



**Operational  
Support**

**TO REQUEST  
TRAVELING SHOW INFORMATION  
PLEASE CONTACT**

[travelingshows@ripleys.com](mailto:travelingshows@ripleys.com)

## Licensing

The Ripley's Believe It or Not! trademark is known around the globe to all demographics. Ripley Entertainment has licensed its trademark for a variety of merchandising and marketing applications, including games, trading cards, books, slot machines, stationary and more. They have partnered with numerous companies, including Wendy's, Scholastic and Murphy's Oil.

**TO REQUEST  
LICENSING INFORMATION  
PLEASE CONTACT**

[licensing@ripleys.com](mailto:licensing@ripleys.com)





**[www.RipleyEntertainment.com](http://www.RipleyEntertainment.com)**

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