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A World Leader In
Unbelievable
Family Entertainment












































Ripley's AQUARIUMS

Ripley's Believe It or Not!® ODDITORIUM

GUINNESS WORLD RECORDS™ ATTRACTIONS

Ripley's MOVING THEATER

Ripley's MARVELOUS! MIRROR MAZE

LOUIS TUSSAUD'S waxworks

Ripley's HAUNTED ADVENTURE

Ripley's MINI GOLF

Ripley's IMPOSSIBLE LaseRace

Ripley's SUPER FUN ZONE!

Ripley's CANDY FACTORY

Ripley's Traveling Shows

Ripley's CARGO HOLD GIFT SHOP

Ripley PUBLISHING

RED TRAIN TOURS

For nearly 100 years Ripley Entertainment has been a world leader in family entertainment. Built on a foundation of a tiny daily newspaper cartoon which debuted in 1918, the company now operates: Ripley's Believe It or Not! Odditoriums, Guinness World Records Attractions, Ripley's Aquariums, Louis Tussaud's Waxworks, Ripley's Moving Theaters, Ripley's Haunted Adventures, Ripley's Marvelous Mirror Mazes, Ripley's Traveling Shows, Ripley's Mini Golf, Ripley's Cargo Hold gift shops, Ripley's Candy Factories, Ripley's Publishing, Ripley's LaseRaces, Ripley's Sightseeing Trains, Ripley's Ghost Train Adventure and Ripley's Super Fun Zones.

Appealing to families and people of all ages, the company also has a long successful history in book publishing, product licensing, radio and television.

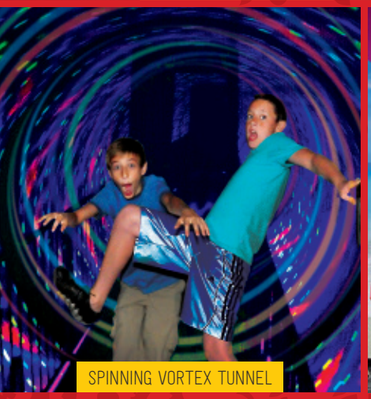
Part of the Jim Pattison Group, Canada's second largest privately owned company, Ripley Entertainment is proud to be the largest and fastest growing chain of amusement attraction companies in the world.


MEGALODON SHARK JAW



PIECE OF THE BERLIN WALL


COLOR BRITE INTERACTIVE


SPINNING VORTEX TUNNEL


CAR PART AUTOMATED ROBOT


STAND UP ROBERT WADLOW

LOCATIONS

- AMSTERDAM, NETHERLANDS
- ATLANTIC CITY, NJ
- BALTIMORE, MD
- BANGALORE, INDIA
- 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
- LONDON, ENGLAND
- 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

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 opening of the first permanent Odditorium in historic St. Augustine, Florida in 1950. Based on the artifact and oddities collection of founder, Robert Ripley— the legendary Modern Marco Polo— the expert staff continues to search the globe in order to fill and update the Odditoriums with the oddest, most unusual and most unbelievable artifacts ever seen. Exhibits range from the artful to the bizarre, from the realms of under the sea to outer space. 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.



NIAGARA FALLS, CANADA



OCEAN CITY, MD



GATLINBURG, TN


MYRTLE BEACH, SC



PANAMA CITY BEACH, FL



BALTIMORE, MD



















Ripley's AQUARIUMS

World-Class Aquariums

At Ripley's three aquariums, guests can enjoy the beautiful colors and peaceful serenity of the world's most exotic coral fish, travel on moving glide paths, touch a sting ray or even dive with the sharks. Visitors come face-to-face with thousands of fascinating fish and menacing sea creatures, 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!

The latest aquarium, Ripley's Aquarium of Canada, is an extraordinary destination for millions of Torontonians and visitors, located in the heart of downtown Toronto, next to the CN Tower. The awe-inspiring aquarium holds more than 1.5 million gallons (5.7 million liters) of water home to marine and freshwater habitats from around the world. Guests can observe 45 different tanks with live animals and magnificent underwater scenery.

ACCREDITED BY THE ASSOCIATION OF ZOOS & AQUARIUMS

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.

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



500 Species (and growing)

15,000+ animals in each aquarium



Longest underwater tunnel 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 boat that boasts an expansive glass floor, Ripley's Glass Bottom Boat Adventure is the first and only one of its kind in North America. This new experience gives guests an up-close and personal view of shark lagoons like never before! Now sailing in Myrtle Beach and Gatlinburg.

Discovery Play Center

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

Planet Jellies

Planet Jellies immerses guests in the ethereal world of jellyfish! With interactive displays and color-changing tanks, this gallery is truly mesmerizing. 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



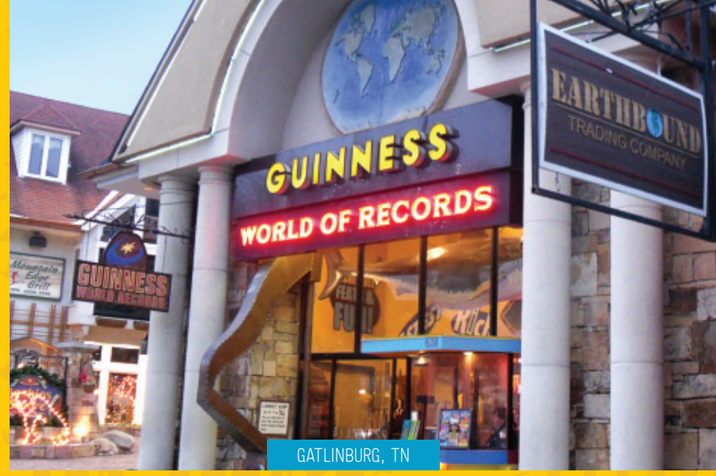
LUMBERJACK TREE HACK



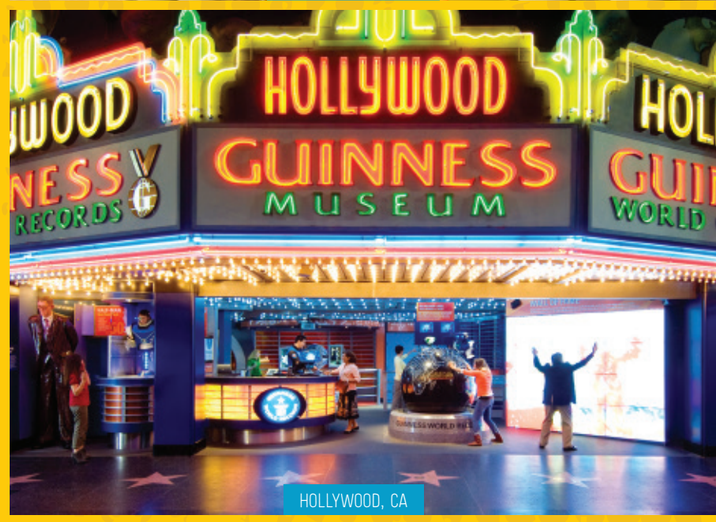
BLOCK BREAKER CHALLENGE



NIAGARA FALLS, CANADA



GATLINBURG, TN



HOLLYWOOD, CA



STRETCHY SKIN INTERACTIVE



HULA HOOP CHALLENGE

GUINNESS WORLD RECORDS™

ATTRACTIONS

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!

Known around the world as the authority on all things superlative!

LOCATIONS

- COPENHAGEN, DENMARK
- GATLINBURG, TN
- HOLLYWOOD, CA
- NIAGARA FALLS, CANADA
- SAN ANTONIO, TX



DOMINOES CHALLENGE



LOUDEST SCREAM CHALLENGE



CHOPSTICK CHALLENGE

NEW CONCEPT! NEW CONCEPT! NEW CONCEPT!







GUINNESS WORLD RECORDS

Brand New Concept

At Guinness World Records we believe everyone in the world can be the best at something, and we want to celebrate with you! Our all-new attraction leverages one of the world's most authentic brands by allowing guests to attempt official Guinness World Records titles. This high tech, highly interactive attraction is the perfect spot for a family on vacation or a corporate event.

The custom software tracks guests, creates a unique experience and documents your visit. Thoroughly developed and one-of-a-kind, the all-new Guinness World Records is the future of attractions!

NEW CONCEPT! NEW CONCEPT! NEW CONCEPT!



GUESTS RECEIVE THEIR OFFICIAL GUINNESS WORLD RECORDS CERTIFICATE



GUESTS ATTEMPT TO BREAK A GWR RECORD TITLE



Advanced Touch Screen Technology Throughout



Over 50 Record-Breaking Opportunities

Large, Open Rooms Invite Guests to Explore Freely

"The new GWR is a great family entertainment option and will certainly be a strong anchor for many developments world-wide."
Joe Zenas, CEO, Thinkwell

"The new Guinness World Records Attraction is the most engaging concept we have seen in years!"
William P. Nassal, Partner, The Nassal Company









LOUIS TUSSAUD'S waxworks®

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

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

LOCATIONS
- » GRAND PRAIRIE
- » BANGALORE, INDIA
- » NIAGARA FALLS
- » SAN ANTONIO
- » PATTAYA, THAILAND



Ripley's MOVING THEATER

Ripley's Moving Theaters are state-of-the-art motion simulators! Experience multiple thrilling movies powered by REAL-D 3-D and amplified with wind, rain, snow and other special effects. Ride the movie, feel the rush!

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



Ripley's MARVELOUS! MIRROR MAZE™

Ripley's Mirror Mazes are a confusing and 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 LED lights. Get lost! No really... that's kind of the point!

LOCATIONS
- » BALTIMORE
- » BANGALORE, INDIA
- » GATLINBURG
- » GRAND PRAIRIE
- » LONDON, ENGLAND
- » MYRTLE BEACH
- » OCEAN CITY
- » PANAMA CITY BEACH
- » SAN FRANCISCO
- » PATTAYA, THAILAND



Ripley's HAUNTED ADVENTURE®

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

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



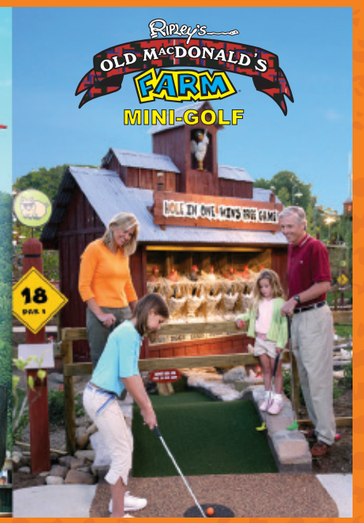


Ripley's CARGO HOLD® GIFT SHOP

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

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

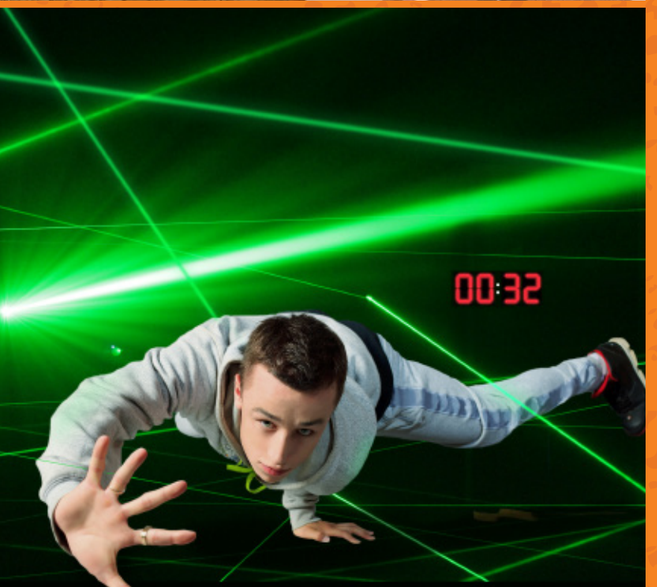




Ripley's MINI GOLF®

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



Ripley's IMPOSSIBLE LaseRace

Ripley's Impossible LaseRaces 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

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, the only problem you'll have is getting the kids to leave!

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



RED TRAIN TOURS™

Ripley's Red Train tours are the best way to enjoy the beautiful city of St. Augustine, 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 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

Believe It or Not!, Ripley Entertainment has been publishing books for almost a century, starting with the 1929 collection of Robert Ripley's cartoons and incredible facts. Today, the Ripley Publishing division produces several books a year for fans of all ages. Every fall, the Ripley Publishing releases a full-color book, the latest being *Unlock the Weird*, packed with amazing photos and astonishing facts—and more than one million copies are printed worldwide each year. Ripley's fans can also count on entertaining books for kids, such as the *Fun Facts & Silly Stories* series, including the latest release, *Odd Around the World!*

Parents' Choice, USA Best Book Awards

Mom's Choice Awards

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, broadcasting 13 episodes! 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. Step into the world of Ripley's Believe It or Not! for the latest bizarre, odd, amazing and just plain UNBELIEVABLE. Want more Ripley's now? 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

RipleysBelieveItorNot

@Ripleys

#RipleysOdditorium

RipleysBION

SIGN UP: Ripleys.com/Newsletter





THEMED, MOBILE PODS


THE SCIENCE OF RIPLEY'S BELIEVE IT OR NOT



UNIQUE PHOTO OPS


FLEXIBLE POP-UP SHOWS

Franchising

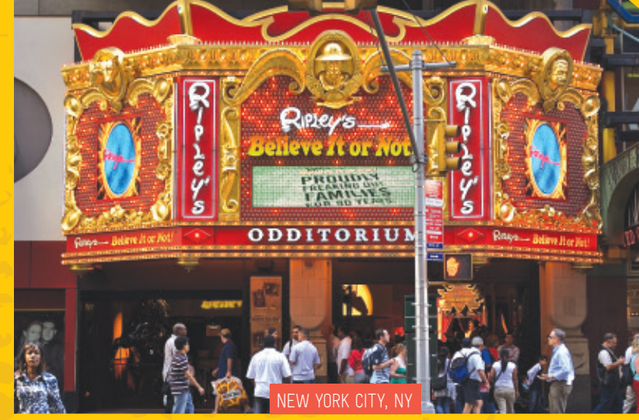
Ripley Entertainment is the owner/operator of the world's largest chain of walk-through tourist attractions. They have been designing and building attractions since the early 1950s, and the large network of attractions provides ample opportunities for cross promotion and purchasing power.

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
- Attraction Design
- Staffing
- Advertising & Promotion
- Cash Controls
- Administration

TO REQUEST FRANCHISE INFORMATION PLEASE CONTACT

franchise@ripleys.com



NEW YORK CITY, NY


LONDON, ENGLAND

Ripley's® Traveling Shows

Ripley Entertainment offers unnique 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/or adapted to fit various areas in a multitude of locations worldwide.

TO REQUEST TRAVELING SHOW INFORMATION PLEASE CONTACT

travelingshows@ripleys.com

Relevant and Unique Artifacts

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

Design and Development of Custom Shows

Operational Support

Licensing

The Ripley's Believe It or Not! trademark is known around the globe to all demographics and all age groups. 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


JEJU ISLAND, KOREA



The Unbelievable Mr. Robert Ripley!

On a slow day in December 1918, while working as a sports illustrator for the *New York Globe*, Robert Ripley created his first collection of odd facts and feats. The sketches, based on unusual athletic achievements, were initially titled "Champs & Chumps" but after much deliberation, Ripley changed the title to "Believe It or Not!" It soon became a popular cartoon in newspapers around the world. Today, the cartoon is still seen daily in 42 countries.

Ripley traveled the world in search of the odd and unusual. In his quest, he documented the customs and beliefs of many ancient and exotic civilizations. His life was an unbelievable adventure. He was a world traveler who visited over 200 countries, seeing places in the 1920-30s few people had even heard of, from the tombs of the Ming Emperors in China, to a town called Hell in Norway! Ripley brought home unusual artifacts from his journeys which today form the heart of the greatest collection of oddities ever assembled. These artifacts can be explored in Ripley's Believe It or Not! Odditoriums around the world.

Believe It or Not!,
Ripley made 18 complete trips around the world in his lifetime, by land and sea only (never by airplane)!





www.RipleyEntertainment.com

7576 Kingspointe Parkway, #188, Orlando, FL 32819

P: 407.345.8010 | F: 407.345.0801 | E: hq@ripleys.com

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