



A WORLD LEADER IN
UNBELIEVABLE FAMILY ENTERTAINMENT



Ripley®
ENTERTAINMENT INC.

Ripley's
AQUARIUMS

Ripley's
Believe It or Not!®
ODDITORIUM

GUINNESS
WORLD RECORDS
ATTRACTIONS

LOUIS TUSSAUD'S
waxworks®

Ripley's
MOVING THEATER

Ripley's
MARVELOUS MIRROR MAZE

Ripley's
SUPER FUN ZONE!

Ripley's
HAUNTED ADVENTURE

Ripley's
MINI GOLF

Ripley's
IMPOSSIBLE Laserace

Ripley's
SMASH DASH

Ripley's
CANDY FACTORY

Ripley's
TRAVELING EXHIBITIONS

Ripley's
CARGO HOLD
GIFT SHOP

Ripley®
PUBLISHING

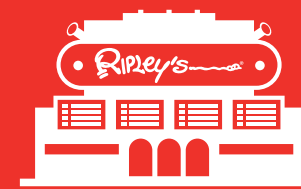
RED TRAIN TOURS

UNBELIEVABLE FAMILY ENTERTAINMENT

Built on the foundation of a tiny daily newspaper cartoon which debuted in 1918, the company has grown to be a world leader in family entertainment with over 100 attractions in 11 countries. Ripley Entertainment continues to grow by seeking new opportunities to expand the brands across the globe through the development of new attractions, media and more.

Appealing to families and people of all ages, the company 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.



100+ ATTRACTIONS



4 CONTINENTS
11 COUNTRIES



OVER 14,000,000
ANNUAL GUESTS



ATTRACTION LOCATIONS

NORTH AMERICA

Atlantic City, NJ
Baltimore, MD
Branson, MO
Cavendish Beach, CAN
Gatlinburg, TN

Grand Prairie, TX
Guadalajara, MEX
Hollywood, CA
Key West, FL
Mexico City, MEX

Myrtle Beach, SC
New York City, NY
Newport, OR
Niagara Falls, CAN
Ocean City, MD

Orlando, FL
Panama City Beach, FL
San Antonio, TX
San Francisco, CA
St. Augustine, FL

Toronto, CAN
VeraCruz, MEX
Wildwood, NJ
Williamsburg, VA
Wisconsin Dells, WI

OVERSEAS

Amsterdam, NL
Blackpool, UK
Copenhagen, DK
Genting Highlands, MY
Jeju Island, SK

Pattaya, TH
Surfers Paradise, AU

Ripley's Believe It or Not! ODDITORIUM



WEIRDLY ENTERTAINING

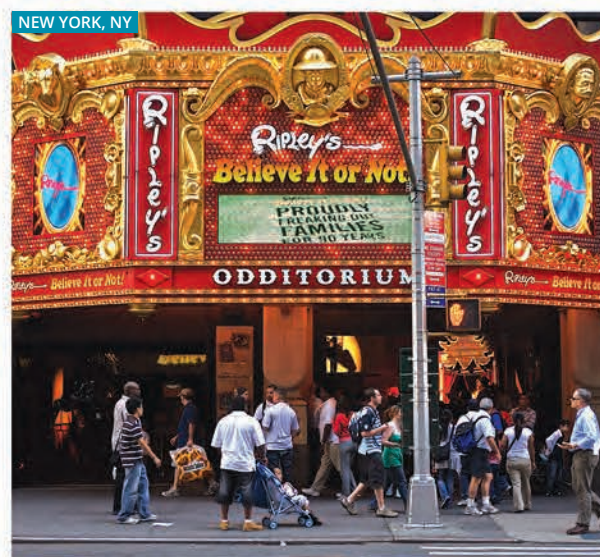
Ripley's Believe It or Not! Odditoriums have drawn millions of curiosity seekers around the world since the 1950 opening of the first permanent location in St. Augustine, Florida. Based on Robert Ripley's personal collection, the expert staff continues to search the globe for the strange and unusual.

Ripley Entertainment continually adds new artifacts, themed galleries, captivating video stories and interactive displays to immerse the guests in a fun-filled unbelievable experience.

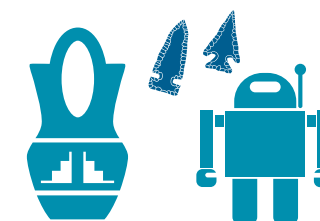
Odditoriums range in size from 8,000-25,000 sq ft (740-2,325 sq m) and are designed to stand out in every city in which they're built.

30 LOCATIONS 11 COUNTRIES

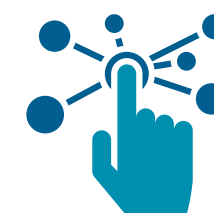
Intricate works of art made from everyday objects, incredible collections, and rare artifacts fill the Odditoriums to entice guests.



OVER 4,400,000
ANNUAL GUESTS



OVER 20,000 EXHIBITS
IN THE COLLECTION



CUSTOM INTERACTIVE
DEVELOPMENT



12,000 ANIMALS
IN EACH AQUARIUM



LONGEST UNDERWATER
GLIDE PATH IN NORTH AMERICA



OVER 4,300,000
ANNUAL GUESTS



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, jellyfish, octopi, moray eels and giant sharks! At Ripley's Aquarium in Gatlinburg, Tennessee, guests can come hand-to-flipper with a colony of South African penguins!

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

TORONTO, ON



GLASS BOTTOM BOAT ADVENTURE

EVOLVING AQUARIUMS

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



PENGUIN PLAYHOUSE

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, SC and Gatlinburg, TN.

Penguin Playhouse

Meet the aquarium's most adorable creatures Face-to-Beak! See the playful penguins swim and splash about at Ripley's Aquarium of the Smokies in Gatlinburg, TN. Coming soon to Ripley's Aquarium of Myrtle Beach, SC!



PEACOCK MANTIS SHRIMP

Curious Creatures

Ripley's Aquariums regularly feature new, themed temporary exhibits, like the Curious Creatures exhibit on display now at Ripley's Aquarium of Canada. This exhibit hosts several rare undersea critters such as peacock mantis shrimp, giant isopods and flashlight fish. Set inside a replica of the Mon Lei, Robert Ripley's world-traveled junk boat, the exhibit tells of Ripley's travels and the curious creatures he encountered along the way.



TORONTO, ON

3 AQUARIUMS | 3 PRIME LOCATIONS



MYRTLE BEACH, SC



GATLINBURG, TN



ATTRACTIONS



GATLINBURG, TN

BE AMAZED. BE AMAZING.

Discover hundreds of amazing Guinness World Records records in the categories of sports, space, video-gaming, celebrities, animal and human achievements, and much more. Incredible displays, interactive games, trivia, themed galleries and video tell the incredible stories behind the records. Guinness World Records Attractions capture the challenge, excitement and accomplishment of being a recognized GWR title holder!

Discover the only attraction where guests can break a Guinness World Records title!



NEARLY 200 RECORDS BROKEN
AND COUNTING
[IN GWR ATTRACTIONS]

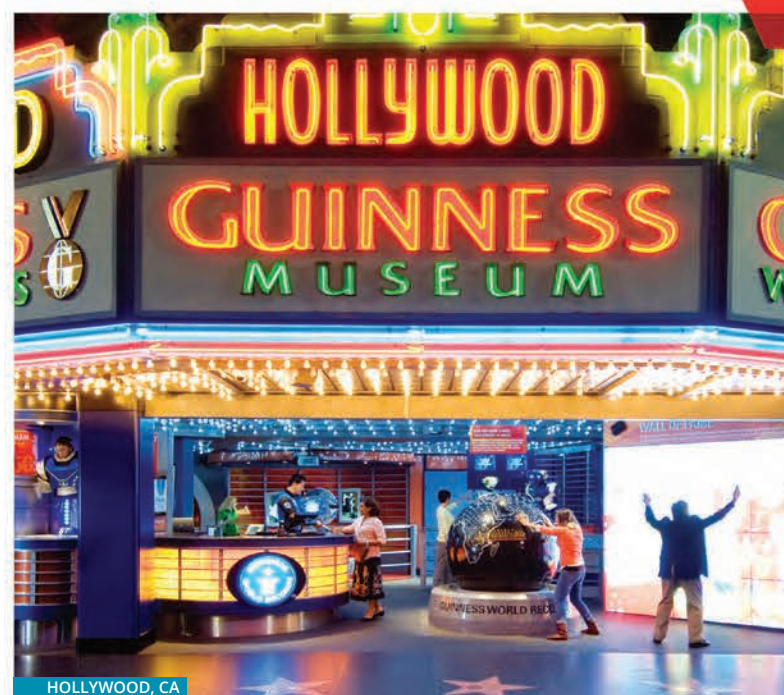


EXCLUSIVE RECORD-
BREAKING OPPORTUNITIES



GATLINBURG, TN

5 LOCATIONS | NORTH AMERICA & EUROPE



HOLLYWOOD, CA



GATLINBURG, TN

**Louis
Tussaud's**
waxworks®



ON-STAGE WITH POP STARS



NIAGARA FALLS, ON



ICONIC MOVIE CHARACTERS



SIT WITH THE STARS

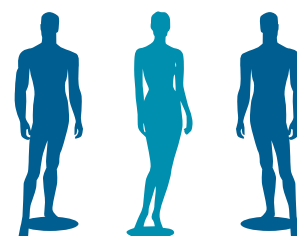
SELFIE WITH THE STARS

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

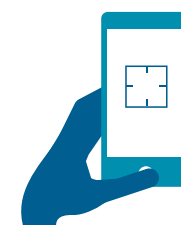
Step into themed sets—fantasy worlds, red carpets, historical sites, concert stages, and movie scenes!

4 LOCATIONS

Louis Tussaud's Waxworks combine realistic wax figures, relevant authentic exhibits, and photo sets to create an engaging experience.



OVER 1,000 FIGURES
IN THE COLLECTION



ORIGINAL SETS MAKE
FUN PHOTO OPS



ARTISTS & COSTUME
DESIGNERS ON STAFF



GATLINBURG, TN

RIDE THE MOVIES FEEL THE RUSH

Ripley's Moving Theaters allow guests to experience movies like never before with advanced motion simulators! Feel every bump, drop and turn in high-energy movies powered by REAL-D 3-D and amplified with wind, rain, snow and other special effects.

Hold on tight and prepare for an out-of-your-seat experience!

5 LOCATIONS | U.S. & CANADA



SAN ANTONIO, TX

Ripley's
**MOVING
THEATER**

Ripley's
**MIRRORED
MAZE**

Get Lost

Ripley's Marvelous Mirror Mazes are 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!



Ripley's
**HAUNTED
ADVENTURE**

Get Your Creep On

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.



PANAMA CITY BEACH, FL

Ripley's
**IMPOSSIBLE
LaserRace**

Dodge Lasers

Ripley's Impossible Laser Races 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.





Something For Everyone

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.



Race to Beat the Clock

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.



For the Sweet Tooth

A trip to Ripley's Candy Factory is a sweet dream come true! With hundreds of varieties of candy to choose from, there's a treat to satisfy every sweet tooth.



Perfecting the Short-Game

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



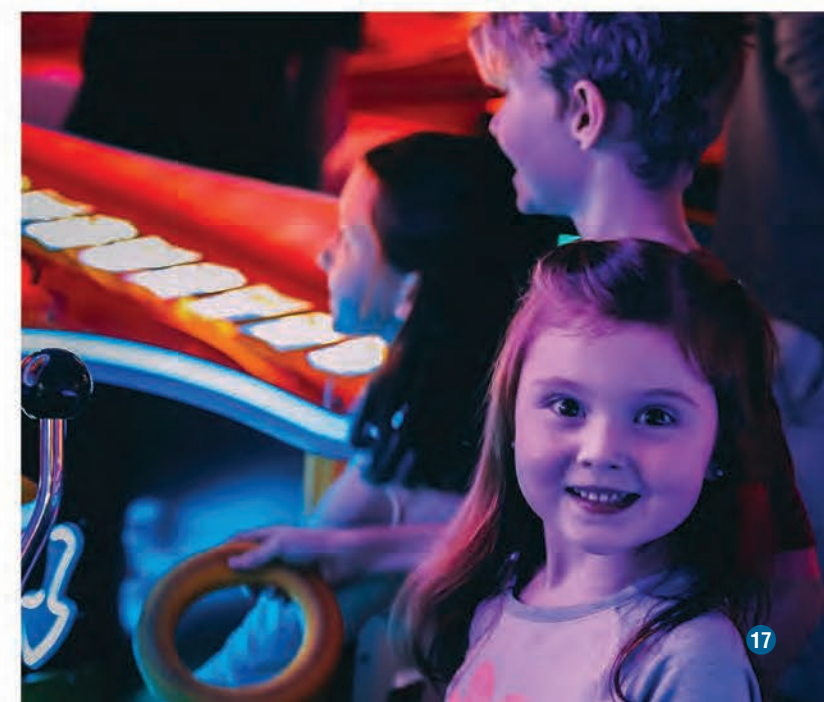
All Aboard!

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! At night, Ripley's Ghost Train Adventure takes a ride on the dark side with interactive, paranormal investigations.



Game Time

Guests have a blast playing new and classic video and arcade games! The coolest prizes in town can only be won at Ripley's Super Fun Zone!





CUSTOM RIPLEY'S BELIEVE IT OR NOT!

UNIQUE TRAVELING & TEMPORARY EXHIBITIONS

Ripley Entertainment offers one-of-a-kind opportunities in traveling show and temporary exhibition development. The brand stands alone in its innate ability to intrigue guests and draw them to locations and has proven success in increasing attendance.

Ripley's allows partners to leverage the iconic IP to fulfill their goals by providing 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 specific themes, spaces, and locations worldwide.

CONTACT: TravelingShows@Ripleys.com

Exhibitions

The Science of Ripley's Believe It or Not!
18 STOPS COMPLETED/SCHEDULED

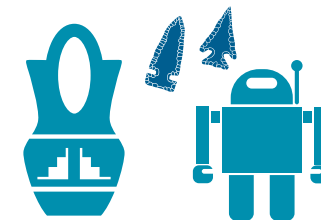
Willard Wigan Microsculptor
OPENING 2019

Science of Guinness World Records
COMING 2020

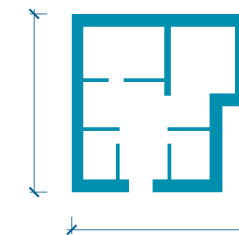
Custom Ripley's Believe It or Not!
AVAILABLE NOW!

Odd Is Art
NOW ON TOUR

Ripley's Roadside Odditorium
COMING 2019



AMAZING AND
UNIQUE ARTIFACTS



FLEXIBLE SPACE



UNPRECEDENTED
SUPPORT

Ripley's Believe It or Not!
ODD SPOTS™

Ripley's OddSpots program provides unique opportunities for towns & cities to immortalize a spot in their state! Locations are officially identified as "Unbelievable but True" by Ripley's Believe It or Not!, the authority of the strange, the bizarre, and the unexpected for 100 years.

Ripley's offers flexible options to travel the brand to locations worldwide!



WILLARD WIGAN MICROSCULPTOR

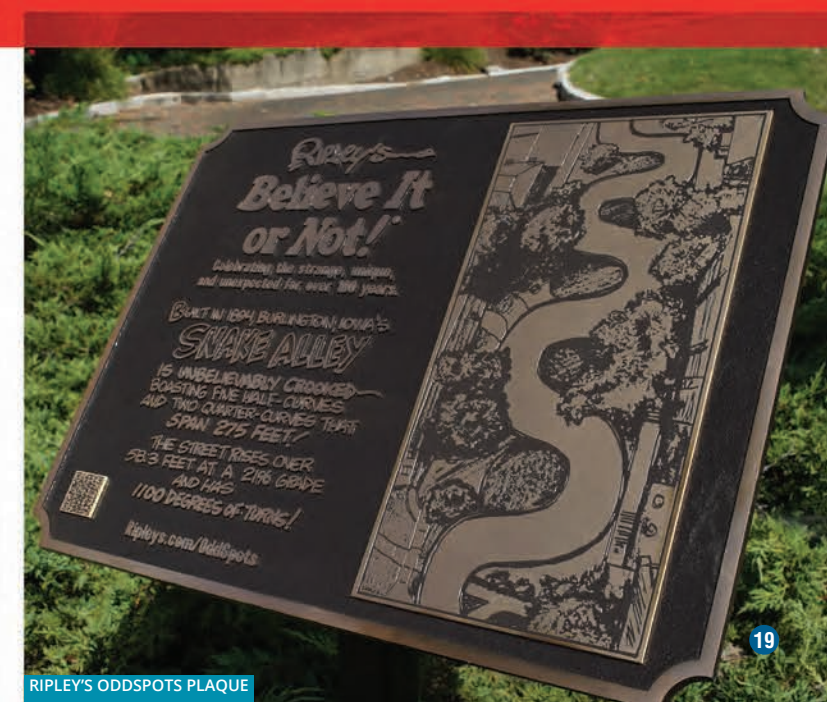


THE SCIENCE OF RIPLEY'S BELIEVE IT OR NOT!

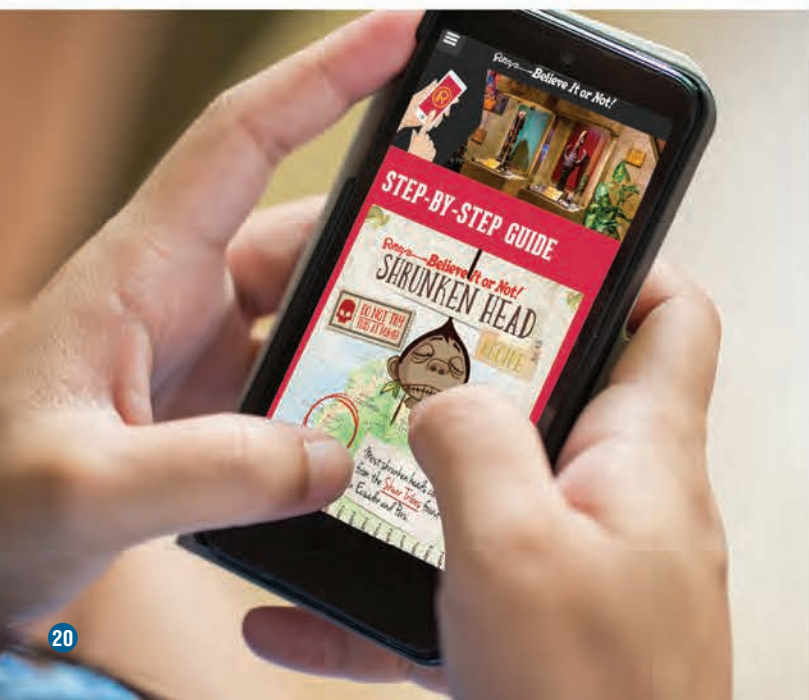
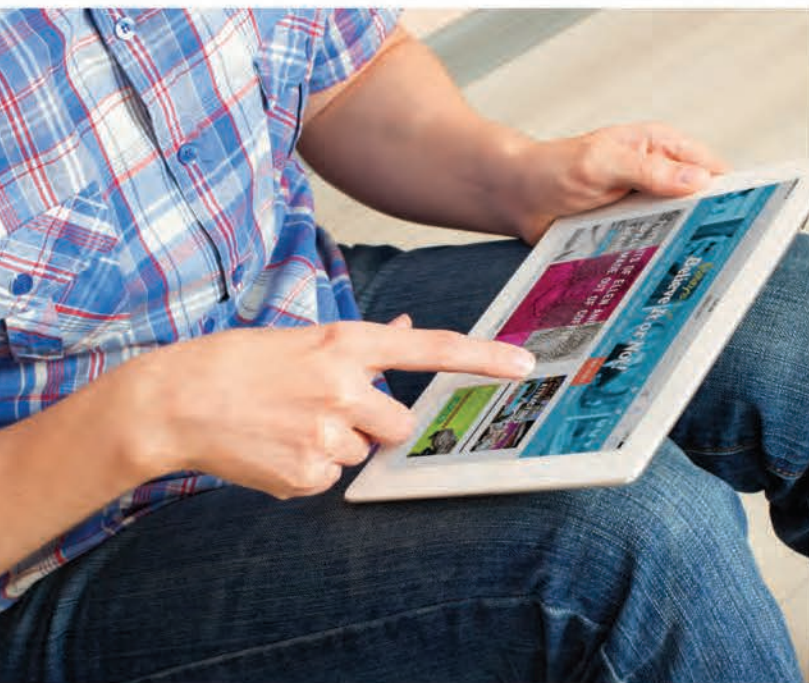
Ripley's®
**TRAVELING
EXHIBITIONS**



SCIENCE OF GUINNESS WORLD RECORDS



RIPLEY'S ODDSPOTS PLAQUE



TELEVISION, WEB & SOCIAL MEDIA

From the start, Robert Ripley took advantage of all forms of 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 continues through various shows and specials, including the hit show produced by Columbia Pictures from 1982-1986, starring host Jack Palance. The Ripley's Believe It or Not! TV show hosted by Dean Cain is currently in worldwide syndication.

Get your daily dose of the unbelievable! Ripley's is snapping, tweeting, sharing and blogging.



4,300,000 FACEBOOK FANS
OVER 175,000 TWITTER FOLLOWERS
OVER 70,000 INSTAGRAM FOLLOWERS
[AND COUNTING]



WEBSITE VISITORS FROM
OVER 200 COUNTRIES
[15,000,000 SITE VISITORS]



PARENTS' CHOICE – USA BEST BOOK AWARDS,
MOM'S CHOICE AWARDS

Ripley
PUBLISHING

Ripley Entertainment, has been publishing books for almost a century and 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 a multitude of titles each year, including its highly anticipated annual Believe It or Not! book, the latest of which is *A Century of Strange!* 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 *Lobsters are Red* and *It's A Circle* 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 *Play it Loud!* Ripley's published two all new titles this year—*Ripley's Believe It or Not! Odd Is Art* and *Ripley's Believe It or Not! 100 Years*.



JEJU ISLAND, SOUTH KOREA



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

CONTACT: Franchise@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 Nitro Circus, Wendy's, Scholastic, and Murphy Oil Soap.

CONTACT: Licensing@Ripleys.com



TRAVIS PASTRANA, NITRO CIRCUS

NEW LICENSING PARTNERSHIPS





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