



NEWS RELEASE

Eliot Spitzer, Governor
Carol Ash, Acting Commissioner

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FOR IMMEDIATE RELEASE

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NEW ATTRACTION COMING SOON TO NIAGARA FALLS STATE PARK

“Niagara: Legends of Adventure” to Show on Large Format Screen

Niagara Falls, NY, February 7, 2007....New York State Office of Parks, Recreation and Historic Preservation announces a new partnership with Destination Cinema Incorporated (DCI). DCI has been a pioneer in the giant screen film and destination theater industry. The company is pleased to announce the addition of Niagara Falls State Park Adventure Theater to its operating portfolio. The theater located within the Niagara Falls State Park Visitor Center will be converted in a new large format theater and will feature Niagara: Legends of Adventure film opening May 2007.

Niagara: Legends of Adventure is the classic story of the history of Niagara Falls and the explorers who conquered them. The film will give visitors a deeper understanding and appreciation of the human achievements and rich history of the Falls. The film has been viewed by an estimated 14 million viewers worldwide.

“We are looking forward this exciting new attractions and improvements that DCI will bring to our Visitor Center at Niagara Falls State Park,” said NYS Parks Acting Commissioner Carol Ash. “The film will enhance the visitor’s experience in an entertaining and thrilling format that reflects on the history and majesty of the Falls.”

This new film will be added to the popular Niagara Falls State Park “*Passport to the Falls*” package which also includes Maid of the Mist, Cave of the Winds, Observation Tower, Niagara Gorge Discovery Center, Aquarium of Niagara and all day transportation at a discounted price of \$28.00. Visitors will save more than 35%, which includes other value added coupons to area attractions.

Destination Cinema is owned by Specialty Cinema LLC. According to Bob Perkins, CEO of DCI: “the addition of Niagara Falls, New York to our portfolio is a great addition to further our mission of creating entertaining and educational experiences that enhance visitors knowledge of special places around the world.” Hannah Craven, Managing Partner of Ayr Capital and investor in Specialty Cinema added “we are thrilled to partner with Niagara Falls State Park. This project will take full advantage of the core competencies of DCI and inaugurates our new growth strategy for the company”.

The Niagara Adventure Theater will include the use an IWERKS 870 projection system, a new 45’ screen and the latest in sound system technology. Upgrades to the theater and the downstairs of the Visitor Center will represent \$500,000 in capital improvements. In addition, DCI’s promotional budget will increase the marketing effort for Niagara Falls State Park by more than \$100,000 per year.

Destination Cinema also owns and operates giant screen destination theaters in locations of historical and geographical significance: Grand Canyon, Arizona; Niagara Falls, Canada; Hearst Castle, California and Victoria, B.C, serving over 2 million visitors annually. The company also produced the films exhibited at these theaters as well other titles distributed throughout the world. For more information on the Niagara Adventure Theater and film visit www.niagaramovie.com or call 1-866-750-4629.

Niagara Falls State Park is the oldest state park in the nation. For directions or information about Niagara Falls State Park, call (716) 278-1796 or visit www.niagarafallsstatepark.com.

New York State Office of Parks, Recreation and Historic Preservation oversees 176 state parks, 35 state historic sites, 76 beaches, 27 golf courses, 27 marinas, 18 nature centers and more than 8,300 campsites. For more information visit our web site at <http://www.nysparks.com>.

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