

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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GHOST TOWN IS HONORED WITH INDUSTRY MARKETING AWARD

Maggie Valley, NC – Ghost Town in the Sky has been recognized with a prestigious marketing award and honor from the International Association of Amusement Parks and Attractions (IAAPA). On Monday, November 12 during the IAAPA Attractions Expo 2007 in Orlando, Ghost Town in the Sky was presented the Brass Ring Award for Marketing Excellence for their website. Ghost Town's website www.ghosttowninthesky.com won Distinguished Excellence in Class 1 classification. Hank Woodburn, Managing Partner explains, "This is amazing honor to be recognized with this prestigious award, and it definitely gives Ghost Town in the Sky credibility within the association." Julie Dion directs the marketing for Ghost Town and Woodburn's nine Adventure Landing family entertainment centers. Adventure Landing has won several other awards from IAAPA including 1st place honors for best website, best media kit and best television commercial.

Ghost Town's website had 2.3 million page views last season and was ranked 595,524 in August 2007 on Alexa.com which was an 11% increase from July 2007. Alexa.com is a web service that ranks all the websites in the world. David King, Marketing Manager states "Internet is the #1 source of travel planning and purchasing so it is very important to have a great website, we know the travel industry growth is through the internet and we want to lead the way." Forrester Research predicts that travel will remain the number one online retail category and grow to \$199 billion by 2010 (Source: Hotelmarketing.com).

The Brass Ring Awards is the biggest and oldest awards program that IAAPA conducts, and 545 entries competed this year. This award honors attractions for outstanding marketing. Members compete within 5 categories, and Ghost Town in the Sky participated in the Class 1 (amusement and water parks under 500,000 in annual attendance; family entertainment centers; attractions; nonprofit zoos; aquariums, and museums; and concessionaires) classification.

The International Association of Amusement parks and Attractions (IAAPA) is the largest international trade association for permanently situated amusement facilities worldwide and is dedicated to the preservation and prosperity of the amusement Industry. IAAPA promotes exceptional amusement park safety standards and offers training for every aspect of the amusement industry. Founded in 1918, IAAPA has over 4,500 attractions in 90 different countries. IAAPA members include amusement parks, theme parks, water parks, family entertainment centers, zoos, aquariums, museums, science centers, resorts, and casinos.

Ghost Town opens for the 2008 season on Friday, May 2. Ghost Town in the Sky 2008 season packages on sale now at Ghost Town's A-frame Welcome Center located at 16 Fie Top Road or visit website at www.ghosttowninthesky.com. Any questions please contact David King.

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