

## **FOR IMMEDIATE RELEASE**

Media Contact: Lesley Welch – [lesley.welch@stratecom.com](mailto:lesley.welch@stratecom.com) – 720-406-7912

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### **KoalaPlay Group Honored with Best Exhibit Award at the 2004 IAAPA Convention and Trade Show Innovative “Urban Extreme” Booth Puts Company On Top**

**Denver, Colo. (Nov. 17, 2004)** – KoalaPlay Group’s “Urban Extreme” received Best Exhibit honors from the amusement industry’s most prestigious organization.

The International Association of Amusement Parks and Attractions (IAAPA) presented KoalaPlay Group, the commercial design and development division of Koala Corp., with the award at the 2004 IAAPA Convention and Trade Show in Orlando, Fla.

As the world’s largest annual gathering of the \$10-billion a year amusement industry, more than 30,000 attendees come to the show each year to see and hear more about the latest and greatest new products and designs from the nearly 1,300 exhibitors.



KoalaPlay Group unveiled its original “Urban Extreme” design at the show. Bustling with activity and excitement, the booth has plenty to offer – from jet-powered 3-D surf boards and extreme hang gliders to a two-story interactive Ballocity™ attraction and towering water play structure gushing with faux-water.

With a cityscape as the backdrop, the massive exhibit spans half the length of a football field. Step inside the city and visit the “Waterplay Water Works” featuring KoalaPlay Group’s patented tipping bucket, interactive play elements and tunnel slide by ProSlide.

Or take a short walk across the bridge for a hands-on experience at the Ballocity attraction, where thousands of colorful foam balls zoom, blast and erupt through the air. There is something for every age with tunnels, cargo climbs, blasters and bucket dumps.

A soft Superior Foam™ taxi cab, that makes a variety of sounds when buttons are pushed, a trash can crawl and extreme surf board climb scatter the streets to add to the city’s vibrancy.

The urban ambience is further captured with daily performances from the “The Bucket Show”, a teenage trash can band who traveled all the way from Chaparral High School in Parker, Colo. to perform at the show. The band uses everyday items, including plastic buckets, metal trash cans, metal pipes and wood planks to create urban rhythms.

The blending of all these elements provided the perfect showcase for KoalaPlay Group’s products at the IAAPA trade show and won the company the Best Exhibit award based on its originality, uniqueness and presentation in addition to how it promoted the products, the quality of the overall design and the professional appearance of booth staff.

“At KoalaPlay Group, we only know one way of doing things and that’s first class,” said Steve Wagner, vice president of sales and marketing, KoalaPlay Group. “This award

acknowledges our superior team of theming experts, our innovative products and our ability to create extraordinary environments that have high curb appeal to drive traffic and increase profits."

## **About KoalaPlay Group and Koala Corp.**

KoalaPlay Group ([www.koalaplaygroup.com](http://www.koalaplaygroup.com)) is the full-service commercial play design and development division of Koala Corp. that integrates the company's three industry-leading commercial play equipment product lines: water and dry play and Superior Foam™.

Founded in 1986, Koala Corporation ([www.koala-corporation.com](http://www.koala-corporation.com)) is an integrated provider of products and solutions designed to help businesses become "family friendly" and allow children to play safely in public. Koala's strategic objective is to address the growing commercial demand for safe, public play environments for children, as well as products and solutions that help businesses create family-friendly atmospheres.

Ballocity™ and Superior Foam™ are registered trademarks of KoalaPlay Group.