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PACIFIC PARK ANNOUNCES AN ULTRA-EXTREME MAKEOVER FOR ITS CELEBRATED ICON, THE PACIFIC WHEEL FERRIS WHEEL, IN MAY 2008

*Featured In More Than 300 Movie, TV and Music Video Appearances,
The All-New \$1.5 Million Pacific Wheel Will Become An Even Brighter Hollywood Beacon*

SANTA MONICA, Calif., (February 11, 2008) – The West Coast skyline is set to go dark for 17 days starting May 5 as the removal process of the Pacific Wheel Ferris wheel begins in preparation for the installation of an all-new Pacific Wheel Ferris wheel at Pacific Park® on the Santa Monica Pier. The world-famous solar-powered Ferris wheel will receive a larger-than-life makeover as the superstar, nine-story attraction is replaced with a contemporary state-of-the-art Ferris wheel at the two-acre seaside amusement park.

The reveal, scheduled to kick-off the Memorial Day weekend, will dazzle onlookers with an all-new lighting package illuminating the Southern California coastline with 160,000 energy-efficient LED lights replacing the 5,392 red, white and blue traditional light bulbs that now flicker on the wheel's spokes and hub. The enhanced LED lighting will provide higher energy savings while complementing the solar-power application. Featured as a backdrop in countless feature films, nightly newscasts and more, the new illumination package will also display dynamic, eye-popping computer-generated lighting entertainment in the evenings.

“Forever in the celebrity spotlight, the Pacific Wheel has a very impressive list of credits with appearances in more than 105 photo shoots, 71 television commercials, 69 television shows, 28 feature films and 13 music videos,” says Jeff Klocke, director of marketing and sales at Pacific Park on the Santa Monica Pier. “The all-new Ferris wheel will continue to be seen by millions and generate the type of Hollywood buzz it’s enjoyed over the years including top billing in the opening shots for NBC’s *Tonight Show with Jay Leno* and appearing in television’s number one program, *American Idol*, on FOX.”

(more)

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The Pacific Wheel, which has provided more than 3 million rides in its 12 years of operation, stands 130 feet above the Pacific Ocean, features 20 gondolas with a maximum six riders per car and can accommodate up to 800 riders per hour.

The all-new \$1.5 million Ferris wheel is being manufactured by Chance Morgan Rides Manufacturing Inc. in Wichita, Kan., and will have comparable rider capacity and mechanical specifications.

Pacific Park on the Santa Monica Pier, LA's only admission free amusement park, offers 12 amusement rides, 21 midway games and an oceanfront food plaza. For information and hours of operation, call (310) 260-8744 or visit pacpark.com.

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