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Central Amusement International LLC Chosen as Exclusive Partner Providing Amusement Rides for Belle Island Village International firm to create family-friendly rides for new Pigeon Forge development

PIGEON FORGE, Tenn. – After a worldwide search, Belle Island Village – a soon-to-be-opened, 26-acre, themed destination resort with retail, hospitality and entertainment venues – announced today that it has partnered with Central Amusement International LLC to provide and operate a rides package for the \$114 million mixed-use resort, in Pigeon Forge, Tenn.

Central Amusement International, an operations and development company with marquee ventures in New York City's Central Park as well as other international locations, will bring a custom-themed family ride package to Belle Island Village's amusement park. The rides will be featured in the new "Carnival Cove" area on the Island, reminiscent of early turn-of-the-century carnivals; complete with themed games, rides and fun foods.



Belle Island Themed Areas

Carnival Cove will include a mix of nine rides specifically selected and custom-themed to deliver family thrills to the resort. With rides such as *Twister Mountain*, a classic spinning coaster, and the *Great American Steamboat Chase*, a high-flying carousel swing, families can experience traditional amusement park fun within the beautifully themed environment of Belle Island Village. Other rides offered in Carnival Cove will drop, pop, bounce, rock, twist and spin.

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“We at Belle Island Village are excited to partner with Central Amusement International (CAI) to offer exciting rides that the entire family can enjoy,” said Glen B. Bilbo, president of Southern Venue Development, LLC, overseeing the construction of Belle Island Village. “The rides complement the truly unique themed experience that visitors to Belle Island Village will receive.”

CAI has contracted with Zamperla of Italy to provide all of the customized rides. Bilbo stated, “It is great that CAI has purchased these rides from Zamperla, as they are regarded in the industry as a true leader for safe, state-of-the-art, themed rides for the entire family.”

Beau Berni, a CAI representative said, “This is an excellent opportunity to join what we believe is the nation’s top family entertainment destination. Our rides will truly complement all of the other attractions at Belle Island Village.”

In addition to the amusement rides, Belle Island Village will offer main attractions, lodging accommodations, more than a dozen restaurants, more than 90 specialty retail shops and demonstration crafts, several entertainment venues and other attractions in a pedestrian-friendly design.

One of Belle Island Village’s main attractions includes the Debbie Reynolds Hollywood Motion Picture Museum, estimated to be the largest private Hollywood collection in the world. The collection houses a wide array of Hollywood memorabilia, including Marilyn Monroe’s dress from *The Seven-Year Itch*, the famous white halter dress that the star wore standing over a windswept subway grate. The Museum plans a display for nearly every Academy Award®-winning film from past to present, so every member of the family will find film history eras of interest.

Another anchor attraction includes NASCAR legend and FOX commentator Darrell Waltrip’s Racing Experience, where a visitor can feel what it is like to take a 200-mile-per-hour turn on a virtual track, see the history of racing, visit a hands-on pit crew area, plus much more. The Darrell Waltrip Racing Experience aims to excite the NASCAR fan and also to educate visitors new to racing about this dynamic sport. A recent addition to Belle Island’s growing list of family-friendly attractions includes Otter Cove, produced in partnership with the Knoxville Zoo.

Belle Island Village is slated to be one of the largest themed destinations in the Southeast with more than three million anticipated visitors per year. For more information on Belle Island Village, go to

www.belleisland.com.

