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WhiteWater helps China's waterparks turn on the taps

Global industry leader continues successful ways with latest waterpark project

Richmond, BC– Richmond based WhiteWater West Industries Ltd., the global leader in waterpark design, engineering and manufacturing, in association with the Richmond Chamber of Commerce and as part of the Richmond Day celebrations at the Canada Pavilion of the Shanghai World Expo, is excited to announce it has been chosen to design and supply a new waterpark at Changzhou China Dinosaur Park in Jiangsu province. This contract is the latest in a long line of highly popular and successful projects for WhiteWater in China.

The park, located approximately 180KM northwest of Shanghai, is the largest and most popular tourist attraction in Jiangsu province. It is also the largest dinosaur-themed park in China. Opened in 2001, the 60-hectare site comprises an outdoor exhibition area, an entertainment area, and a research centre. The waterpark will be built in the entertainment area, and will feature 2 new rides and attractions, including the Family Rafting Ride Complex, with a Family Boomerango and an Abyss and a Giant Rain Fortress. The waterpark is scheduled to open in May 2010.

"We are honored to be selected as lead supplier for the waterpark at Changzhou China Dinosaur Park," says WhiteWater CEO Geoff Chutter. "This expansion will significantly enhance the entertainment value at this prestigious and important cultural destination, and will set a new standard for waterparks in the area."

Earlier this year, WhiteWater supplied rides to the recently opened waterpark in the Beijing Watercube, site of the 2008 Summer Olympics aquatics events. WhiteWater also recently secured contracts for several multimillion dollar projects around China, including:

- Design services, rides and attractions for the Dreamworld development in Fushun, Liaoning province
- A range of rides and attractions for two new outdoor waterparks in Beijing and Nanjing
- Design services for several new waterparks across China

In 2007, WhiteWater provided conceptual design services and supplied the majority of rides and attractions to Chimelong Waterpark in Panyu, Guangdong province. In its first season, Chimelong more than recovered its initial development costs, and rose to the third most highly attended waterpark in the world, a ranking it has maintained ever since.

One of the first global companies to penetrate the Chinese market, WhiteWater has been doing business in mainland China since 1990, when it supplied equipment for the Beijing Recreation Center, host city of the 1990 Asian Games. WhiteWater has earned a strong reputation among developers for its creative conceptual planning, broad range of attractions and high-quality manufacturing. "China continues to be an important market for WhiteWater" says WhiteWater CEO Geoff Chutter. "We have seen a rapid evolution

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in concepts and vision, with designs that rival the best of the worldwide recreation and entertainment business. It's an honour for us to be a part of that."

Chutter adds that membership in the Richmond Chamber of Commerce, home to the largest Chinese population in Canada, has helped generate awareness and establish relationships in mainland China.

WhiteWater's success in China mirrors its success around the world. The world's leading recreation and entertainment companies – including Disney, Universal Studios, LegoLand, Carnival Cruise Lines, and Atlantis Resorts in the Bahamas and Dubai to name a few – trust WhiteWater when it comes to waterpark attractions. Many of the world's best known waterparks were designed and/or supplied by WhiteWater, including nineteen of the top twenty waterparks in the world (according to the 2009 TEA/AECOM annual Attraction Attendance Record). "We're fortunate to have had great international success for many years," adds Chutter. "I attribute that to our unrivaled combination of in-house design expertise and the biggest range of waterpark attractions available from a single supplier. No one knows waterparks better than WhiteWater."

The 'Richmond Day' reception will be hosted by Richmond Mayor Malcolm Brodie in the Canadian Pavilion at the Shanghai Expo. Its attendees include a Richmond delegation made up of Richmond Chamber of Commerce, the City of Richmond, Sister City Committee and Tourism Richmond. From 17 September – 27 September, 2010, RCC and 14 of its members are visiting Xiamen and Shanghai, China. The main purpose of this trip is to create awareness to the business opportunities in Richmond.

About WhiteWater:

Richmond based and established in 1980, WhiteWater is a vertically integrated supplier of the most successful waterpark attractions in the world. Specializing in waterslides, AquaPlay multi-level interactive play structures, wave-generating equipment, stationary surfing machines and Prime Play™ soft modular play systems, our award winning products and industry leading technology can be found at more than 4,000 projects worldwide. Our depth of expertise includes park planning, engineering, manufacturing and installation. Markets include indoor and outdoor waterparks, hotels and resorts, amusement and theme parks and municipal aquatic facilities.

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