

NEWS RELEASE

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PHOTOS AVAILABLE UPON REQUEST



GHOST TOWN LAUNCHES ONLINE TICKET SALES CAMPAIGN

JACKSONVILLE BEACH – With much anticipation of the re-opening of Maggie Valley’s mountain-top theme park, Ghost Town enthusiasts can now purchase their admission tickets and season passes online.

As the e-commerce went “live” on Monday, March 12, 2007, Ghost Town’s simultaneously launched a major search engine optimization and marketing campaign. “We are anticipating a huge surge of exposure in the next couple months leading up to the opening,” said Hank Woodburn, one of the new owners of Ghost Town. “The excitement in the Valley is really fired up and the community support is tremendous.”

As the park continues to gear up for opening day, May 25, 2007, major park improvements are being made daily. Over one hundred people have been hired so far to renovate, paint and re-furbish the grounds. At the same time rides have been dismantled for repair, sandblasting, and repositioning. The park will be featuring new rides and shows as well as the Ghost Town original favorites that patrons remember fondly.

When Ghost Town re-opens, guests will be able to step back in time and re-live the daily thrills of life in this authentic western town. Guests will be able to take a seat again in the Silver Dollar Saloon and enjoy the Can Can dancers perform and perhaps witness a bank robbery and gunfight.

A day at Ghost Town starts in the valley with a chair lift ride, a ride on the incline railway or shuttle bus up to the top of the ridge to an elevation of 4600 feet. Ghost Town in the Sky offers spectacular views of Maggie Valley and the Great Smoky Mountains.

Bob Cordier, General Manager for Ghost Town, is busy running the crews as well as hiring and training management and getting all systems in place. “I’m very eager to get the park open. We are very excited and anticipate a busy summer!”

Auditions for cowboys, dancers and other performers will be held on March 30th, March 31st, April 1st. The re-opening of Ghost Town will create 285 full and part-time park-related jobs in addition to those from refurbishment and construction activities. Revived attention to Maggie Valley, Haywood County and WNC through Ghost Town’s aggressive local and regional marketing plans will further boost the region as a travel destination. Long-term development plans to the property include the addition of a waterpark, retail outlets, condominiums and potential home sites.