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News Release

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For Immediate Release
March 16, 2012

LEADING MYSTERY SHOPPING PROVIDER TO THE ATTRACTIONS INDUSTRY ROLLS OUT PROGRAM TO ASTC MEMBERS

ARVADA COLORADO, March 8, 2012 - Amusement Advantage, Inc. the premier provider of guest experience measurement services to the attractions industry today announced that it has become a member of the Association of Science-Technology Centers (ASTC). Amusement Advantage will be providing custom-tailored mystery shopping and guest experience consulting services to ASTC members throughout the US and Canada. Additional services include exit or intercept surveys, guest survey programs, virtual and on-site staff training and leadership coaching and other consulting projects.

Amusement Advantage currently works with hundreds of attractions in North America including several museums such as The California Science Center, Denver Museum of Nature and Science, Natural History Museum of Los Angeles, Conner Prairie Interactive History Park and USS Midway Museum. Having worked with these organizations for many years, Amusement Advantage has gained a sound understanding of how the service it provides can help science centers and museums in the areas of guest service, cleanliness, value and loss prevention. Partnering with Amusement Advantage allows these science centers and museums to evaluate the entire guest experience through their customers' eyes.

Amusement Advantage and ASTC have been working together to strengthen guest experiences within the science-technology center industry since 2007. In October of that year, Scot Carson, President of Amusement Advantage, was invited to speak at the ASTC conference presenting a session titled "It's a Mystery to Me! Using Mystery Guest Evaluations to Improve Operations". The presentation provided ASTC conference attendees with valuable information on topics which included benefits of outsourcing mystery shopping services, how to choose a provider, expectations of a mystery shopping program and the types of services available.

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Scot Carson has over 20 years experience in the attractions and market research industries. He shared the following statement: "We are very excited to bring our industry leading solutions focused on Measurement, Analysis and Action to all ASTC members. After working with several science centers and museums over the past eight years it is evident that we are well positioned to partner with additional science centers to strengthen their staff training and evaluation procedures through mystery shopping and consulting services. The ASTC is a strong organization with great resources for its members and we are proud to become a part of the community and look forward to providing a greater contribution to the association and its members."

Over the next year, Amusement Advantage will be reaching out to members of the Association, to share insight as to how mystery shopping programs within science centers are conducted and how they are a valuable tool that can contribute to the success of each operation. Through this and other initiatives, it is anticipated that the relationship between Amusement Advantage and ASTC will continue to grow as both entities work to help strengthen the science-technology attractions industry.

About Amusement Advantage, Inc.

Amusement Advantage, Inc. was founded in January of 1996 by Scot and Christine Carson to provide mystery shopping services exclusively to the attractions industry. Based in Denver, CO, the company works with over 250 attractions in the US and Canada including amusement parks, water parks, FEC's, zoos, aquariums, science centers, museums, skating centers and other attractions. Amusement Advantage is a member of the Association of Science-Technology Centers (ASTC), the International Association of Amusement Parks and Attractions (IAAPA), the World Water Park Association (WWA) and Mystery Shopping Providers Association (MSPA). The company completes mystery shopping evaluations for the FEC Committee at IAAPA as part of the selection process for the annual Top FEC's of the World Awards.

About the Association of Science-Technology Centers (ASTC)

ASTC is a 501(c)3 nonprofit organization of science centers and museums dedicated to furthering public engagement with science among increasingly diverse audiences. ASTC encourages excellence and innovation in informal science learning by serving and linking its members worldwide and advancing their common goals. Founded in 1973, ASTC now numbers nearly 600 members in over 40 countries. Members include not only science centers and museums, but also nature centers, aquariums, planetariums, zoos, botanical gardens, and natural history and children's museums, as well as companies, consultants, and other organizations that share an interest in informal science education.