

Amusement Advantage[®]

Mystery Shopping Services

FOR IMMEDIATE RELEASE
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IAAPA
Attractions
EXPO
Your Search Is Over.

Annual Conference and Trade Show of the International Association of Amusement Parks and Attractions
Conference: November 13–17, 2006 | Trade Show: November 15–18, 2006 | Georgia World Congress Center | Atlanta, Georgia USA

AMUSEMENT ADVANTAGE TO EXHIBIT AT AMUSEMENT INDUSTRY'S LARGEST WORLDWIDE GATHERING

Amusement Advantage, Inc. of Arvada, CO, will exhibit at the amusement industry's largest worldwide gathering—IAAPA Attractions Expo 2006 Annual Conference and Trade Show, November 13-18, 2005 at the Georgia World Congress Center in Atlanta, Georgia—Amusement Advantage announced today.

Amusement Advantage will join approximately 1,100 premier amusement industry manufacturers, suppliers, and consultants at the 1 million gross square foot trade show, which is expected to attract an attendance of 24,000 amusement industry professionals.

Amusement Advantage provides mystery shopping programs to monitor guest satisfaction, cleanliness, safety and loss prevention. Amusement Advantage is the only company exclusively serving the amusement industry and works with over 100 facilities nationwide including amusement parks, water parks, family entertainment centers, zoos, aquariums, science centers, ski resorts and other attractions.

“We are pleased that Amusement Advantage will be exhibiting at IAAPA Attractions Expo 2006,” said IAAPA President and CEO Charlie Bray. “IAAPA Attractions Expo combines great marketing and business opportunities for exhibitors and buyers. The Expo has established itself as the largest trade show of its kind in the world for the amusement and attractions industry.”

Buyers representing 85 different countries and the world's most prominent parks and attractions attend the show, often making million-dollar deals on the trade show floor. Sixty-three percent of buyers say they spend more than 10 hours browsing and buying on the trade show floor during the IAAPA Attractions Expo.

The trade show floor will encompass products and services from more than 120 categories including coin-operated machines, games and devices, souvenirs, foods and beverages, rides, security solutions, shows/productions, water-related equipment and more.

“We are excited to be exhibiting at IAAPA Attractions Expo 2006,” said Amusement Advantage President and General Manager Scot Carson. “This event is the industry's premier showcase of products and services and we are confident that the exposure will be very rewarding both in terms of interfacing with existing clients and also introducing our company and services to many new clients.”

Amusement Advantage will be located at booth #5114 and will be open to amusement industry professionals and journalists during the following times:

Wednesday, November 15	10 a.m. – 6 p.m.
Thursday November 16	10 a.m. – 6 p.m.
Friday, November 17	10 a.m. – 6 p.m.
Saturday, November 18	10 a.m. – 4 p.m.

For more information about IAAPA Attractions Expo, please visit www.iaapaexpo.com. For more information about Amusement Advantage, visit www.amusementadvantage.com.

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IAAPA is the largest international trade association for permanently situated amusement facilities worldwide. The organization represents over 5,000 facility, supplier, and individual members from more than 85 countries. IAAPA strives to help members improve their safety, efficiency, marketing, and profitability while maintaining the highest possible professional standards in the industry. www.iaapa.org