

Glacial Devastation.

Will you survive the Fury?



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Freezing Falls comes to Niagara's Fury™ Website

The Niagara Parks Commission Launches New Online Game

(Niagara Falls, ON) March 11, 2008 --- The momentum and excitement of Niagara's Fury™ is building. Following the successful website launch and movie-style trailer, The Niagara Parks Commission today added another twist to the reveal strategy, by launching *Freezing Falls*, an online game that allows players to experience their own glacial devastation.

To keep visitors to our website www.niagarasfury.com engaged and intrigued about the arrival of the Fury, they can now test their skills with *Freezing Falls*. Players who break the Top 25 will be posted on the leader board and will be entered into a 'Survival Contest'. Top 10 players will receive two entry ballots for the contest and Top 5 players will receive three ballots. The winner of the contest will receive a VIP Prize package for four, consisting of two (2) nights accommodation at a Niagara Falls Hotel, VIP Passes to the Niagara's Fury™ Grand Opening, lunch and dinner at a Niagara Parks Restaurant and Niagara Falls & Great Gorge Adventures Passes.

Freezing Falls is another intriguing teaser that The Niagara Parks Commission has released on the Niagara's Fury™ website. More exciting additions will be added to the site in the coming weeks.

In February, The Niagara Parks Commission launched the Niagara Fury's™ website and released a video teaser providing web-viewers a first look at what might be experienced at the new attraction when it is launched this summer. The ninety-second teaser includes a visual montage of the actual creation of the Falls - devastating landslides, hurricane force winds, catastrophic flooding and electrifying storms. The teaser asks the question 'After 10,000 years, the Fury Returns – Will you Survive?'

Since the launch and announcement of the Niagara's Fury™ website, the site has received thousands of hits from around the world as the buzz continues to grow around the multi-million dollar attraction.

Niagara's Fury™ is the cornerstone of the highly anticipated renovations at Table Rock Center. The Center will be Niagara's newest "must see" destination for shopping, dining and entertainment. Major renovations and state-of-the art additions include a Bridge of Flowers, which will showcase a distinctive Clock Tower, providing covered pedestrian access to the Center from the Fallsview Tourist Area and a Grand Hall year-round viewing Gallery.

To play Freezing Falls and receive e-mail updates, please visit www.niagarasfury.com.

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