

Glacial Devastation.

Will you survive the Fury?

Find out at Table Rock June 2008



**For Immediate Release
May 1, 2008**

The Wait is Over - The Fury is Finally Revealed Experience the Most Dramatic & Immersive Attraction in the World

(Niagara Falls, ON) - May 1, 2008 --- One of the most spectacular, dramatic and immersive attractions in the world comes to Niagara Falls this summer. Premiering in June 2008, The Niagara Parks Commission's Niagara's Fury™ lets you experience the extreme, violent and beautiful birth of Niagara Falls in a way you've never dreamed possible.

After unveiling Niagara's Fury™ to employees earlier this week through an interactive presentation, The Niagara Parks Commission is now letting the secret out about its new, multi-million dollar attraction.

"You'll feel and appreciate the wonder of nature in a whole new way when you experience Niagara's Fury™. We assembled a team of international experts on attractions, animation and special effects, to create this one-of-a-kind extreme experience. We can't wait for our guests to come and see if they will survive the Fury this summer" said Jim Williams, Chairman of The Niagara Parks Commission.

Inside the stunning new Table Rock located at the brink of the Falls, Niagara's Fury™ begins with a captivating, family friendly pre-show that tells the story of Niagara's momentous creation.

Then you enter an immersive environment to see and actually feel the sights, sounds and sensations of Niagara's birth. Your senses tingle with anticipation as you enter the dark space and feel the bone chilling cold. Suddenly, snow fills the room. You shiver as a harsh Arctic blast whips across your face and an onslaught of sight, sound and sensation like you've never experienced before, begins.

Images of massive glaciers surround you, and the drama is enhanced by rich original music and dynamic 3D sound. You are humbled by the vast magnitude of nature's power and beauty. Then the floor begins to tremble and the theater explodes in sound as monstrous glaciers calve and crash all around. You're not just watching nature's fury... you're a part of it.

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Throughout this dramatic and immersive experience, you'll feel the torrential rush of millions of gallons of glacial melt-water as it churns all around you on its cataclysmic rush down a craggy gorge.

You are truly engulfed in the torrent, as waves literally lap beneath your feet. A deluge of rocks and water shake the floor beneath as you feel the thunder, rain, lightning, wind, water and even snow while the creation of the Falls is revealed all around you. You will see the vast and furious effects of climate change as they unfolded more than 10,000 years ago.

"After you survive the Fury, you will appreciate the majesty and wonder of Niagara Falls and Nature's impact on the Earth through new eyes - as you plunge, sway and soar toward the unforgettable moment when Niagara's awesome power and beauty is revealed in a thrilling multi-sensory climax. You will never look at the Falls and the Earth in the same way after the Fury" said Williams.

To see first-hand an overview of the Fury experience, go to www.niagarasfury.com. The Fury's website continues to have visitors from around the Earth that are anxious to experience the Fury first-hand. The website also includes fun features like the Fury's "Extreme Weather Forecast" and the Freezing Falls game.

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

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