

For immediate release
February 26, 2008

***Glacial Devastation. Cataclysmic Flooding.
Monumental Landslides. Will You Survive the Fury?***



Niagara Parks Launches Fury Survival Contest

(Niagara Falls, ON) February 26 --- More Fury is coming to Niagara as the biggest thrill, 10,000 years in the making, approaches. The Niagara Parks Commission (NPC) has revealed yet another clue about the multi-million dollar attraction that will take Niagara Falls by storm this summer.

The Parks has released a video teaser providing web-viewers a first look at what might be experienced at the new multi-million dollar attraction.

The one-minute and thirty second teaser includes a visual montage of effects that created 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?'

On the new niagarasfury.com website, visitors can enter a 'Survival Contest' for a chance to win a VIP Prize package for a family of 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.

The announcement of the multi-million dollar attraction last week caused a 'Fury' as a number of websites across the globe (including in the UK) have picked up on the buzz, discussing and speculating on what the new attraction will be.

- more -

NPC gathered experts from around the world to conceive Niagara's Fury™, utilizing technology and science that has never been used before. This attraction is one you will have to experience to believe.

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. The major renovation 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.

For more information and to be the first to receive up to the minute updates, please visit www.niagarasfury.com.

Contact:

Joel Noden
Executive Director
Revenue Operations & New Business Development
The Niagara Parks Commission
T: 905 295 4377 ext 330
C: 905 650 2800
jnoden@niagaraparks.com