

NEWS RELEASE



*Where the Sun Rises
on the Smokies*

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

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GHOST TOWN OPENS THE CLIFFHANGER ROLLER COASTER

For First Time Since Wild West Theme Park Re-opened in 2007, Visitors Can Experience Thrill of Ride

HAYWOOD COUNTY, N.C. (JULY 1, 2009)—After several delays and much anticipation, Ghost Town in the Sky has opened its featured ride and main attraction: The Cliffhanger.

So now is the perfect time to head to Maggie Valley, North Carolina, and experience this thrilling (and aptly named) ride at the wild west mountaintop theme park.

“There’s no other coaster like it in the world,” said Steve Shiver, president and chief executive officer of Ghost Town in the Sky. “It’s the only coaster that starts downhill and is located literally on the side of Buck Mountain with top speeds of 56 miles per hour.”

Officials from the North Carolina Department of Labor granted final approval on the evening of June 30, after ensuring it met all safety guidelines through a rigorous series of tests over the course of many months.

Clyde Wagner, former head of the Department of Labor’s Elevator and Amusement Device Bureau, has been helping Ghost Town through the inspection process for the past several months.

“Safety is paramount,” said Wagner. “Ghost Town has had a great safety record, and they’ve wanted to keep it that way. There have been improvements in coaster’s safety standards, parts and materials.”

Ghost Town’s coaster, originally called the Red Devil, features all new components and a completely new, one-of-a-kind train that has open-air cars and custom seats. The new train does not use standard over-the-shoulder harnesses. The new seats have ergonomic padded lap bars and retractable seatbelts, which were specially engineered and manufactured for the coaster.

“There is not a train on a roller coaster like it in the world,” Shiver said, adding that the Cliffhanger also boasts a magnetic brake system to assist the existing air brakes and to improve rider comfort.

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Along with the train, another feature unique to the Cliffhanger is that its station (where guests enter and exit the ride) is built higher than the loop. Riders experience the loop, which generates three G-forces of pressure, within seven seconds of beginning the ride. Because of the coaster's positioning on Buck Mountain, the home of this mountaintop theme park, the illusion that your about to zoom over the edge seems very real.

"We're excited," said Lynn Collins, executive director of the Haywood County Tourism Development Authority. "Everyone's excited.

"We've received many calls and e-mails for a while now from visitors asking when the Cliffhanger would be operating," she added. "It's nice to be able to tell them that the roller coaster is open."

Collins said that the Ghost Town team has worked extremely hard to make this day possible.

"There's been a lot of anticipation when it comes to the Cliffhanger ever since Ghost Town re-opened in 2007," Collins said. "So it is great that they have been able to meet all the safety requirements and get it up and running for much of the summer season and into the fall. It should be a fun ride for locals and visitors alike."

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Haywood County, North Carolina, "Where the Sun Rises on the Smokies," is 554 scenic square miles of spectacular country, with beautiful mountains and valleys dotting the landscape. More than a dozen of its mountain peaks soar to elevations of at least 6,000 feet (more than any east of the Mississippi River), and the county is one of the highest, with a mean elevation of 3,600 feet, east of the Rockies. One of its most notable mountain peaks is Cold Mountain—the basis for the award-winning, best-selling novel by Charles Frazier and the ensuing 2003 major motion picture—at 6,030 feet. The county sits at the western edge of the state, with the Blue Ridge Parkway running along its southwestern border. The Great Smoky Mountains National Park and Pisgah National Forest are located in the northern section of the county. For more information about Ghost Town in the Sky and other area attractions, visit us online at www.smokeymountains.net. Connect with us on Facebook (<http://companies.to/smokymountainsnc/>), MySpace (www.myspace.com/smokymountainsnc) and YouTube (www.youtube.com/smokymountainsnc).