

# FOR IMMEDIATE RELEASE



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## ***Amusement Management Partners Selects EFA Partners as its Financial Advisor EFA to help position and grow AMP as a leader in the amusement industry***

**JACKSONVILLE/NEW YORK/ATLANTA** (May 19, 2011) – Amusement Management Partners (AMP), a leading operator of theme parks, water parks and family entertainment centers chaired by former ‘Ripley’s Believe it or Not’ CEO Bob Masterson, announced that it has selected as its exclusive financial advisor, EFA Partners (EFA), an entertainment financial advisory firm comprised of three former executives of GE Capital’s entertainment group. EFA will assist with all financial aspects of AMP’s current properties as well as leading the capital raising effort for AMP to achieve its growth goals.

AMP is led by well-respected industry executives that collectively have over 100 years of experience in the leisure sector having owned and operated numerous properties throughout the U.S. and internationally. During the past few months, AMP has been proudly selected to operate nine properties across the U.S. including Magic Springs and Crystal Falls theme park/waterpark plus eight FECs including four Zuma Fun Centers, Mountasia Family Fun Center, Fiddlesticks Fun Center, Funtasticks Fun Center and Camelot Park. The company intends to grow its base of properties via the acquisition or management of selective sites that should be available in the current market.

“We feel there will be many attractive opportunities to grow our business during the upcoming months as various industry players seek to divest their properties or seek seasoned management teams”, stated AMP’s Chairman, Bob Masterson. “EFA’s many years of financial experience working with numerous theme parks and FECs, plus its extensive financial relationships, will help position us as we pursue our growth goals,”

The principals of EFA formed the firm in early 2009 to solely focus on providing financial solutions for select entertainment sectors. With the team's extensive relationships in the financial community, EFA has been retained by many entertainment firms to assist with raising senior debt, equipment financing and junior capital as well as to provide financial guidance in an interim CFO capacity. Each of the principals of EFA have been involved in the theme park and FEC sector for over ten years having closed and managed over \$500 million of transactions in those industries in the U.S. and internationally.

"We are extremely pleased to be selected by AMP and are looking forward to helping their world-class management team execute on their business objectives", says EFA co-founder, Ralph Willis. "AMP has already made tremendous progress and we'll help position them as they selectively acquire and manage additional entertainment attractions as those opportunities arise."

#### **ABOUT AMUSEMENT MANAGEMENT PARTNERS:**

AMP has over 100 years of combined experience in developing, overseeing and operating world-class themeparks and waterparks, family entertainment centers, attractions, hotels and other leisure projects. AMP is committed to an attractions centric operating environment, where the attraction's quality and ability to serve guests an exceptional experience begins with the local management team and employees. This approach allows each attraction to focus on operating the business in the most innovative, efficient and effective manner possible. AMP's offices are located in Jacksonville. For more information about AMP, visit [www.ampfun.com](http://www.ampfun.com).

#### **ABOUT EFA PARTNERS:**

EFA Partners is a specialized advisory and financial consulting firm focused on providing services in select entertainment sectors. EFA was founded by Ralph Willis, Brandt Gully and Kenny Favre, three former executives of GE Capital's entertainment group, who collectively have over 40 years of entertainment finance experience and have closed and/or managed more than \$3 billion in entertainment transactions. The group's focus is to lead its clients' efforts with raising senior debt, equipment leasing, junior capital, mergers and acquisitions, restructurings, and general business strategy. EFA's offices are located in New York and Atlanta. For additional information, visit EFA's web site at [www.efapartners.com](http://www.efapartners.com).