

A Proposed Vision of



Entertaining Families Since 1928

Presenters

Valerio Ferrari, President
Peter Pelle, CFO
Brian Williams, Vice President & General Manager
Joe Montalto, Advisor
Kristina Roper, Coordinator



Introduction





CAI works with two sister companies for the turn-key operation of designing, manufacturing, installing, and maintaining the rides at its amusement facilities.

Antonio Zamperla S.p.A.



Zamperla, Inc.



Entertaining Families Since 1928





- *Global Workforce of Over 450 Associates*
- *Rides Sold in More than 25 Countries, Spanning Six Continents*
- *Designs and Manufactures Over 200 Rides Annually for Worldwide Amusement Parks Including a Select Supplier for: Disney Parks & Resorts, Universal Studios Theme Parks, Six Flags, Sea World Parks & Entertainment, Cedar Fair*



Entertaining Families Since 1928





Mission Statement: To provide a friendly, safe, and clean environment with amusement and entertainment activities that creates a memorable experience for the entire family.

Management Team with over 150 years of combined amusement industry experience. All full-time and seasonal team members go through an orientation process that includes a review of standard *operating procedures*, safety training, emergency training, and on-site assimilated training.

Entertaining Families Since 1928





VICTORIAN GARDENS
AT
WOLLMAN RINK
IN
CENTRAL PARK

- *A Perfect Family Summer Getaway in the Heart of Central Park*
- *Opened in the Summer of 2003*
- *150,000 Guests Visit Annually*
- *Entertainment for Families and Children 2-12 Years of Age*
- *Offers Twelve Rides, Two Games, and Various Shows & Special Themed Events*



Entertaining Families Since 1928





- *A Premier Destination Located in Capriate San Gervasio, Italy*
- *Twenty Five Rides Designed & Manufactured by Antonio Zamperla S.p.A.*
- *310,000 Annual Visitors*



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Luna Park quickly became New York City's premier amusement park. Rides cater to enthusiasts of all ages and provide entertainment for all members of the family. Luna Park was the first phase of the Coney Island entertainment district revitalization.

- *Opened in May 2010*
- *19 Custom Themed Rides*
- *World Debut of a One-of-a-Kind Attraction: Air Race*
- *670,000 Visited Luna Park in 2011*





- *Debuted for Luna Park's 2011 Season*
- *Introduced Four Heart-Pumping Attractions*
- *Two Brand New Roller Coasters*



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Scream Zone Expansion for 2012 Season

Scream Zone – Take a Flight or a Drive



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Amusement Facilities in the CAI Family



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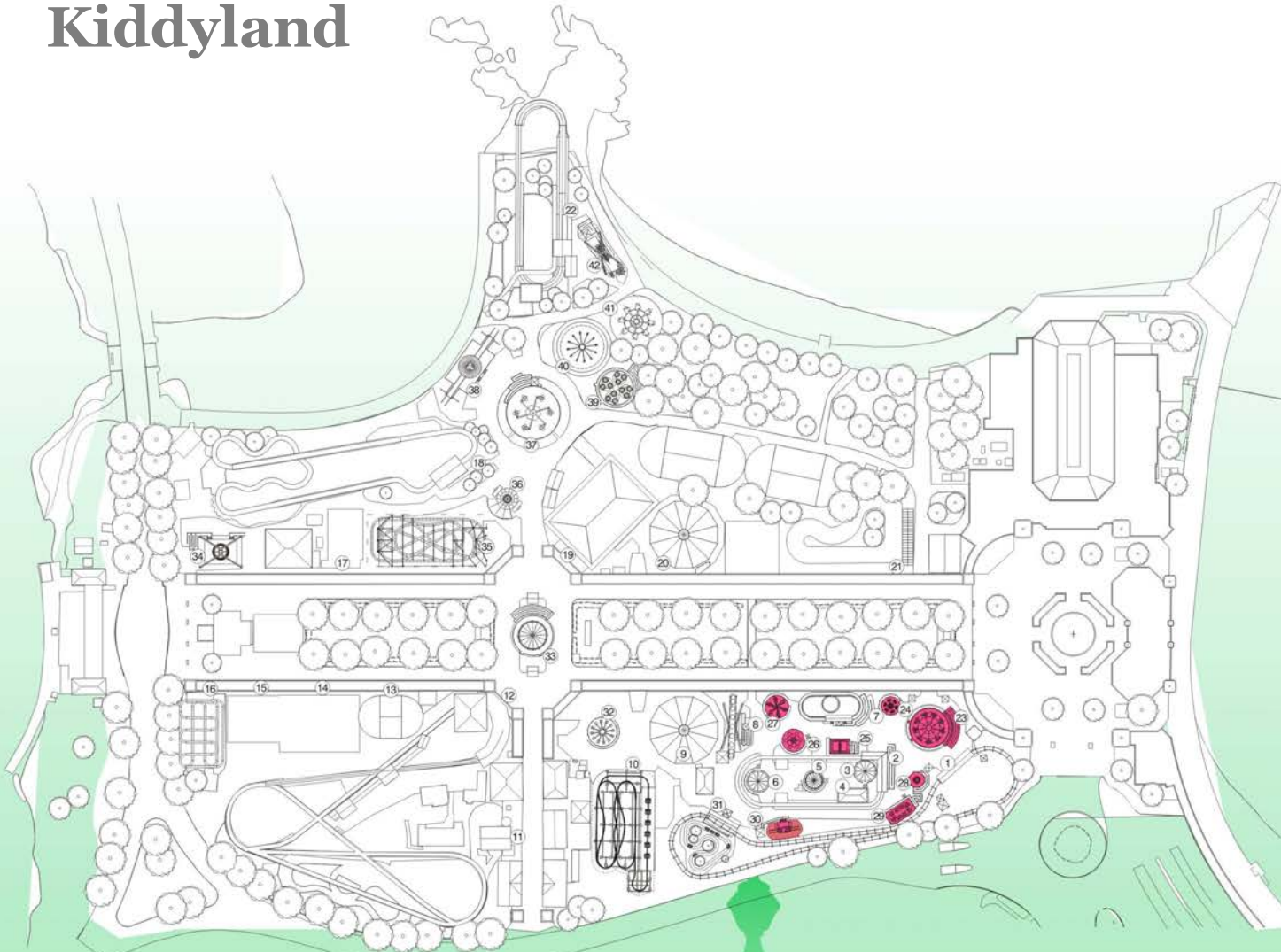
Playland Park

A New Tomorrow



Kiddyland

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- 1° YEAR**
- 1) KIDBY TRAIN
 - 2) KIDBY COASTER
 - 3) MOTORCYCLE JUMP
 - 4) KIDBY WHIP
 - 5) KIDBY CAROUSEL
 - 6) GOAT RIDE
 - 7) FAMILY COASTER
 - 8) SUNDOLA WHEEL
 - 9) BERRY RACE
 - 10) SUPER FLIGHT
 - 11) YE OLD MILL
 - 12) DRAGON COASTER
 - 13) WHIP
 - 14) HOUSE OF MIRRORS
 - 15) ZOMBIE CASTLE
 - 16) CRAZY MOUSE
 - 17) FLYING WITCH
 - 18) LOG FLOVE
 - 19) AUTO SEBSTER
 - 20) GRAND CAROUSEL
 - 21) GO KART
 - 22) PLUNGE

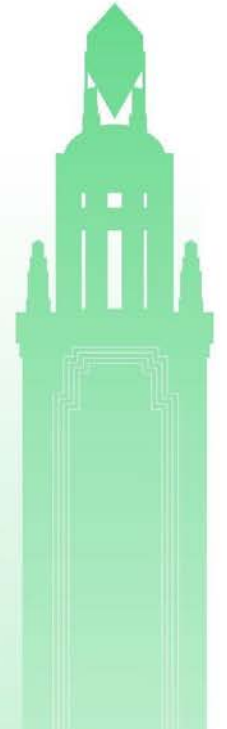
 - 23) TELECOMBAT
 - 24) JUMP AROUND
 - 25) HAPPY SWING
 - 26) SAMBA BALLOON
 - 27) MAGIC BIKES
 - 28) SKY TOWER
 - 29) HYDRORACE
 - 30) ROERING TUG
 - 31) EBNVBY
 - 32) WAVE BLASTER
 - 33) FLYING CAROUSEL
 - 34) DISCOVERY
 - 35) MOTOCASTER
 - 36) Z-FORCE
 - 37) AIR RACE
 - 38) MEGA DISK'8
 - 39) TEA CUP
 - 40) VERTICAL SWING
 - 41) SKYCHASER
 - 42) GALLEDN

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RYE PLAYLAND - N.Y. 1° YEAR



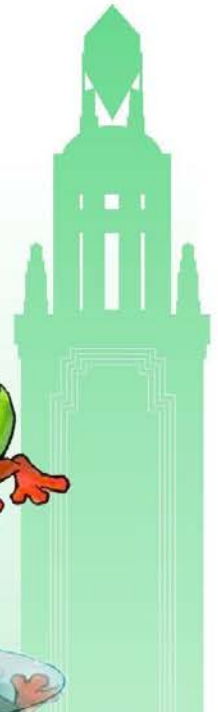
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RYE PLAYLAND

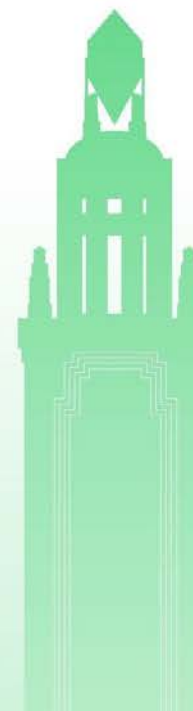
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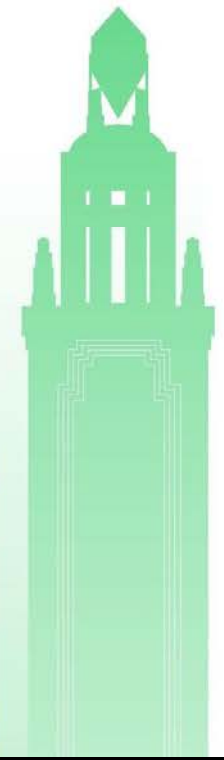


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RYE PLAYLAND -



Magic Bikes

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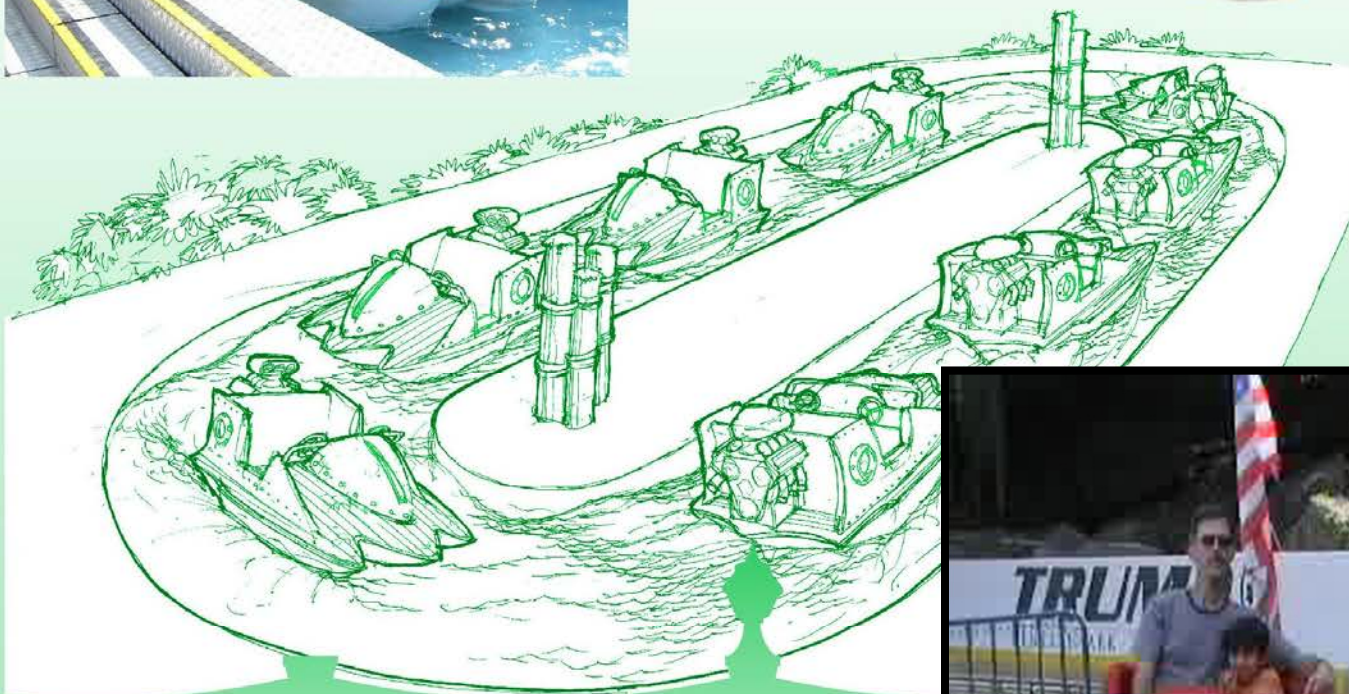
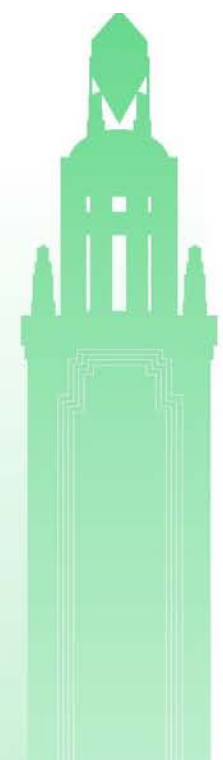


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RYE PLAYLAND

Sky Tower

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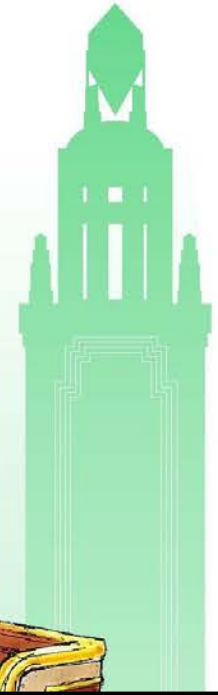
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RYE PLAYLAND

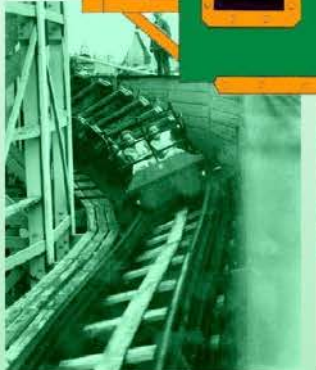
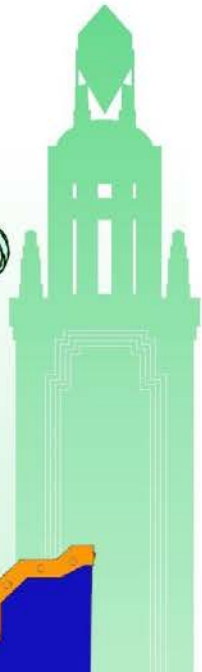
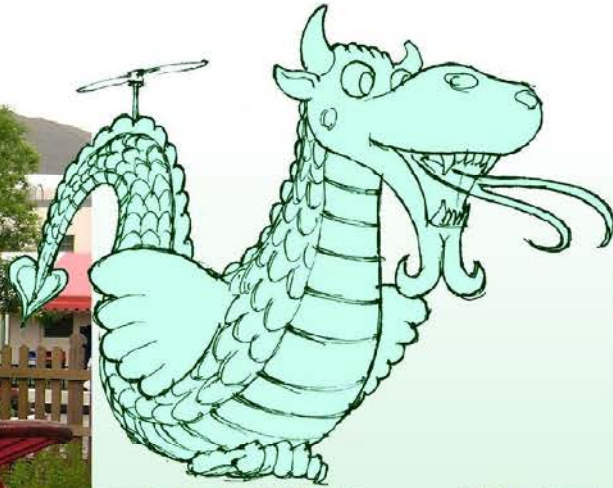
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RYE PLAYLAND

Major Rides

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- 2° YEAR**
- 1) KIDDY TRAIN
 - 2) KIDDY COASTER
 - 3) MOTORCYCLE JUMP
 - 4) KIDDY WHIP
 - 5) KIDDY CAROUSEL
 - 6) BOAT RIDE
 - 7) FAMILY COASTER
 - 8) GONDOLA WHEEL
 - 9) BERRY RACE
 - 10) SUPER FLIGHT
 - 11) YE OLD MILL
 - 12) DRAGON COASTER
 - 13) WHIP
 - 14) HOUSE OF MIRRORS
 - 15) ZOMBIE CASTLE
 - 16) CRAZY HOUSE
 - 17) FLYING WITCH
 - 18) LOG FLUME
 - 19) AUTO SCOOTER
 - 20) GRAND CAROUSEL
 - 21) GO KART
 - 22) PLUNGE

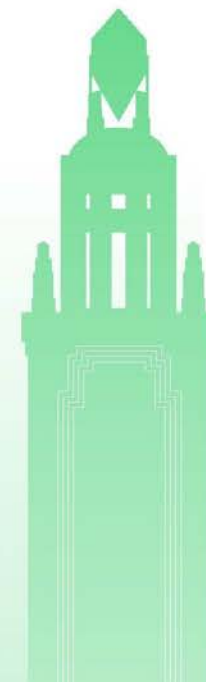
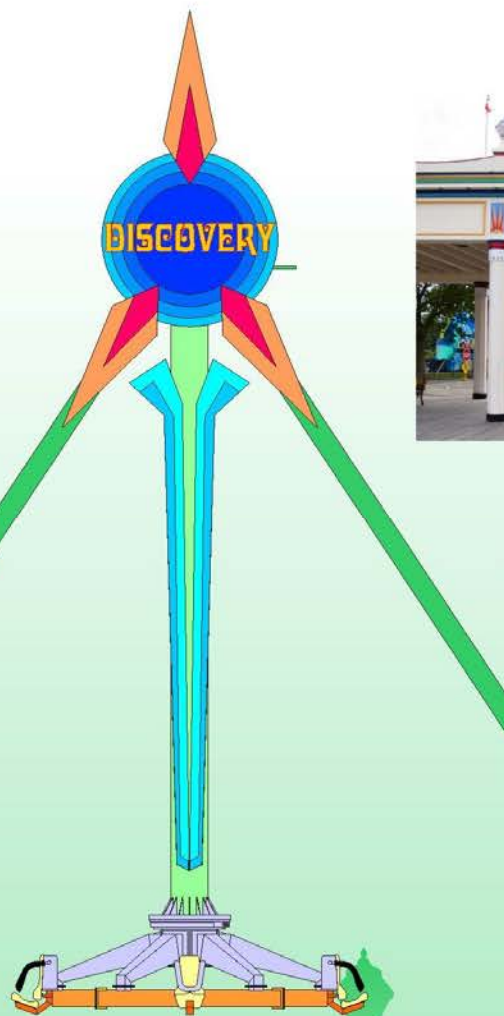
 - 23) TELECOMBAT
 - 24) JUMP AROUND
 - 25) HAPPY SWING
 - 26) SAMBA BALLOON
 - 27) MAGIC BIKES
 - 28) SKY TOWER
 - 29) HYDRORACE
 - 30) ROCKING TOG
 - 31) EDNYBY
 - 32) WAVE BLASTER
 - 33) FLYING CAROUSEL
 - 34) DISCOVERY**
 - 35) MOTOCOASTER
 - 36) Z-FORCE
 - 37) AIR RACE
 - 38) MEGA BISK'0
 - 39) TEA CUP
 - 40) VERTICAL SWING
 - 41) SKYCHASER
 - 42) GALLEON

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RYE PLAYLAND - N.Y. 2° YEAR



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PIRATE THEME



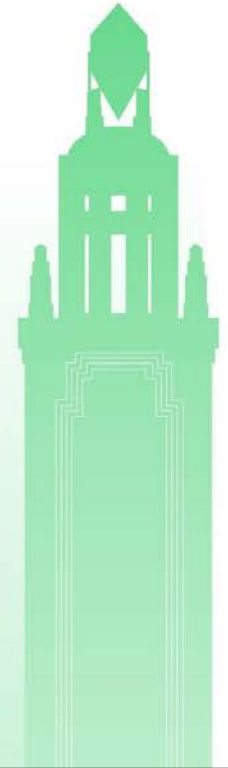
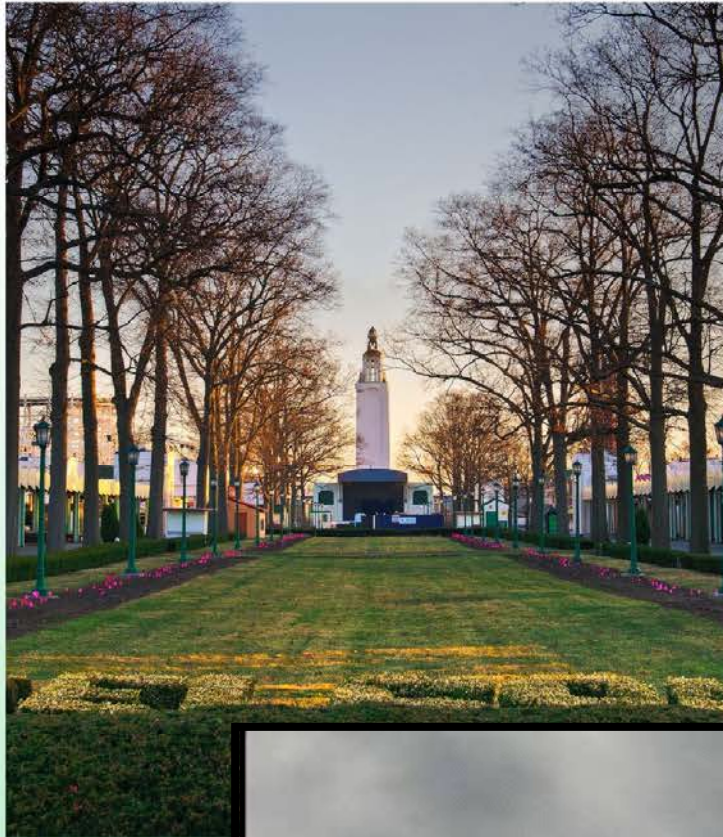
ART DECO' THEME



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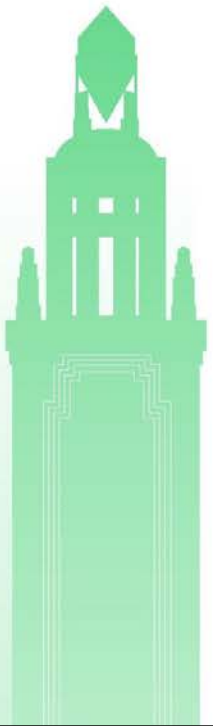
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RYE PLAYLAND -

Year Three

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- 3° YEAR**
- 1) KIBBY TRAIN
 - 2) KIBBY EASTER
 - 3) MOTORCYCLE JUMP
 - 4) KIBBY WHIP
 - 5) KIBBY CAROUSEL
 - 6) BOAT RIDE
 - 7) FAMILY EASTER
 - 8) GONDOLA WHEEL
 - 9) BERRY RACE
 - 10) SUPER FLIGHT
 - 11) YE OLD MILL
 - 12) DRAGON EASTER
 - 13) WHIP
 - 14) HOUSE OF MIRRORS
 - 15) ZOMBIE CASTLE
 - 16) CRAZY MOUSE
 - 17) FLYING WITCH
 - 18) LOG FLOVE
 - 19) AUTO SCOOTER
 - 20) GRAND CAROUSEL
 - 21) EG KART
 - 22) PLUNGE

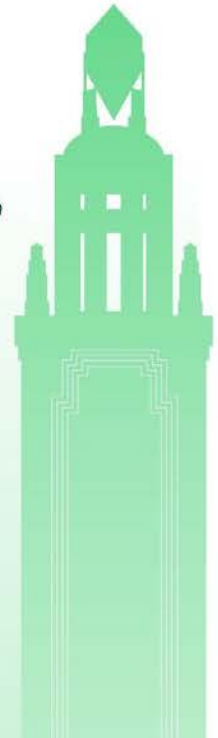
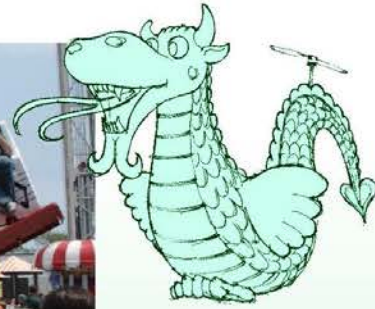
 - 23) TELECOMBAT
 - 24) JUMP AROUND
 - 25) HAPPY SWING
 - 26) SAMBA BALLOON
 - 27) MAGIC DIKES
 - 28) SKY TOWER
 - 29) HYDRO RACE
 - 30) ROCKING TOG
 - 31) EBNVBY
 - 32) WAVE BLASTER**
 - 33) FLYING CAROUSEL**
 - 34) DISCOVERY
 - 35) MOTOEASTER
 - 36) Z-FORCE**
 - 37) AIR RACE
 - 38) MEGA DISK 'O'**
 - 39) TEA CUP
 - 40) VERTICAL SWING
 - 41) SKYCHASER
 - 42) GALLEON

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RYE PLAYLAND - N.Y. 3° YEAR



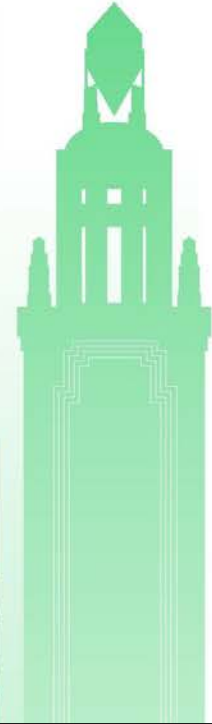
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RYE PLAYLAND

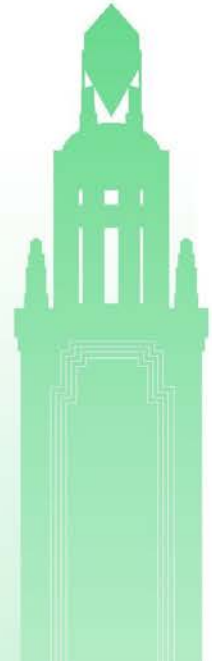
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RYE PLAYLAND -

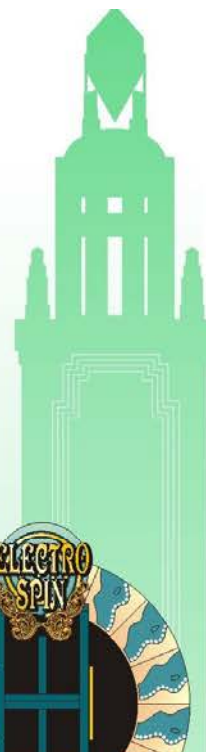
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RYE PLAYLAND -



Year Four

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- 4° YEAR**
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 - 3) MOTORCYCLE JUMP
 - 4) KIDDY WHIP
 - 5) KIDDY CAROUSEL
 - 6) BOAT RIDE
 - 7) FAMILY COASTER
 - 8) GONDOLA WHEEL
 - 9) BEARBY RACE
 - 10) SUPER FLIGHT
 - 11) YE OLD MILL
 - 12) DRAGON COASTER
 - 13) WHIP
 - 14) HOUSE OF MIRRORS
 - 15) ZOMBIE CASTLE
 - 16) CRAZY MOUSE
 - 17) FLYING WITCH
 - 18) LOG FLUME
 - 19) AUTO SCOOTER
 - 20) GRAND CAROUSEL
 - 21) GO KART
 - 22) PLUNGE

 - 23) TELECOMBAT
 - 24) JUMP AROUND
 - 25) HAPPY SWING
 - 26) SAMBA GLOBE
 - 27) MAGIC DIKES
 - 28) SKY TOWER
 - 29) HYDRORACE
 - 30) ROCKING TOG
 - 31) EDNBY
 - 32) WAVE BLASTER
 - 33) FLYING CAROUSEL
 - 34) DISCOVERY
 - 35) MOTORCOASTER**
 - 36) Z-FORCE
 - 37) AIR RACE**
 - 38) MEGA BISK'0'
 - 39) TEA CUP
 - 40) VERTICAL SWING
 - 41) SKYCHASER
 - 42) GALILEO

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RYE PLAYLAND - N.Y. 4° YEAR



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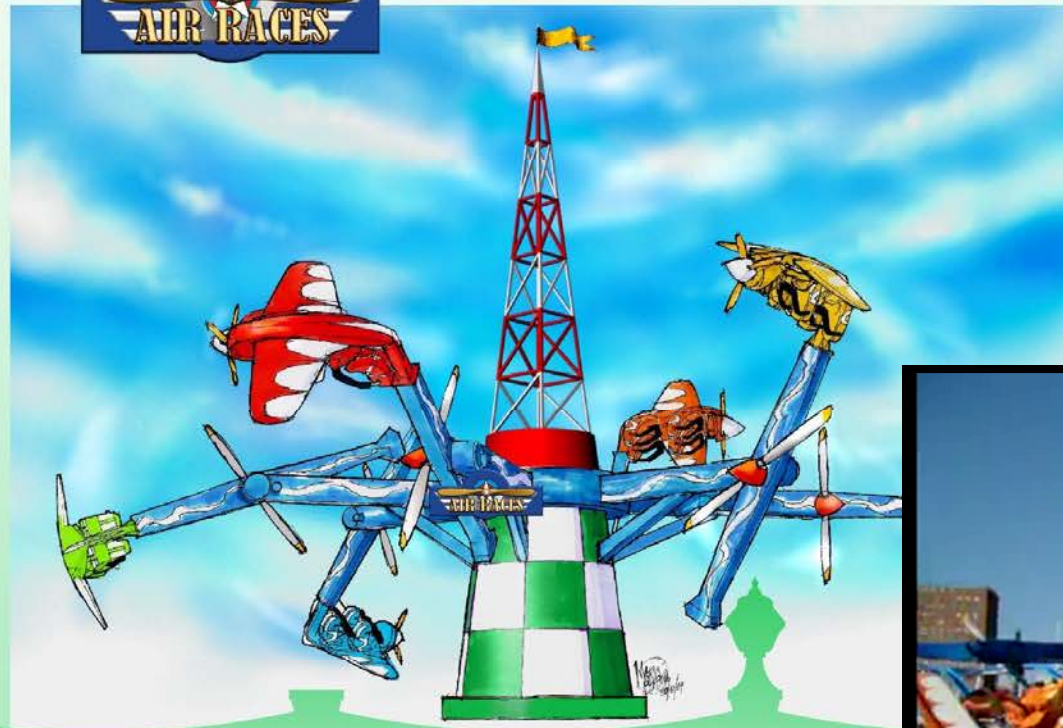
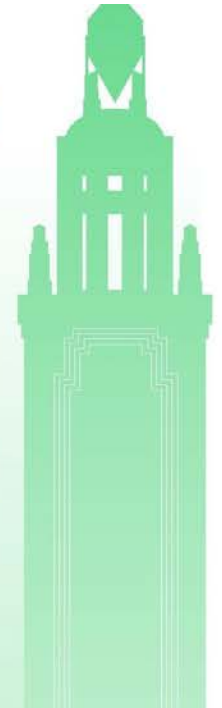
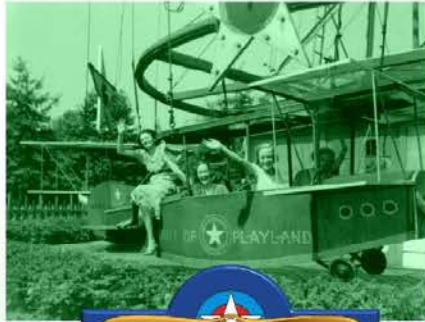
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RYE PLAYLAND - N.Y.

35 MOTOCOASTER



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RYE PLAYLAND

Year Five

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5° YEAR

- 1) KIDDY TRAIN
- 2) KIDDY COASTER
- 3) MOTORCYCLE JUMP
- 4) KIDDY WHIP
- 5) KIDDY CAROUSEL
- 6) BOAT RIDE
- 7) FAMILY COASTER
- 8) GONDOLA WHEEL
- 9) DERBY RACE
- 10) SUPER FLIGHT
- 11) YE OLD MILL
- 12) DRAGON COASTER
- 13) WHIP
- 14) HOUSE OF MIRRORS
- 15) ZOMBIE CASTLE
- 16) SPINNING COASTER**
- 17) FLYING WITCH
- 18) LOG FLUME
- 19) AUTO SEASIDER
- 20) GRAND CAROUSEL
- 21) GO KART
- 22) PLUNGE

- 23) TELECOMBAT
- 24) JUMP AROUND
- 25) HAPPY SWING
- 26) SAMBA BALLOON
- 27) MAGIC BIKES
- 28) SKY TOWER
- 29) HYDRABRAE
- 30) ROCKING TOG
- 31) ENVY
- 32) WAVE BLASTER
- 33) FLYING CAROUSEL
- 34) DISCOVERY
- 35) MOTORCOASTER
- 36) Z-FORCE
- 37) AIR RACE
- 38) MEGA DISK'D
- 39) TEA CUP
- 40) VERTICAL SWING
- 41) SKYCHASER
- 42) GALLEON

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RYE PLAYLAND - N.Y. 5° YEAR

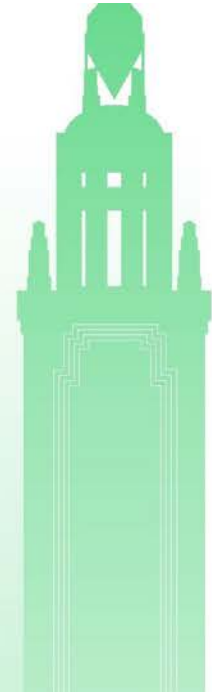


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RYE PLAYLAND



Entertainment Options

More Family Fun



Swimming Pool Renovation

Interactive Water Playground In considering many options for the existing swimming pool at Playland, CAI has determined that an Interactive Water Playground would be the best use of this area for local residents as well as guests from the surrounding area.

- *'Zero Entry' Makes Structure Safe for Non-Swimmers*
- *Fun for Families and Children 4-12 Years of Age*
- *Strengthens Group Sales*
- *Custom Themed to Playland Park*



Adventure Golf

CAI proposes to replace the existing mini golf course with a multi-level adventure style attraction.

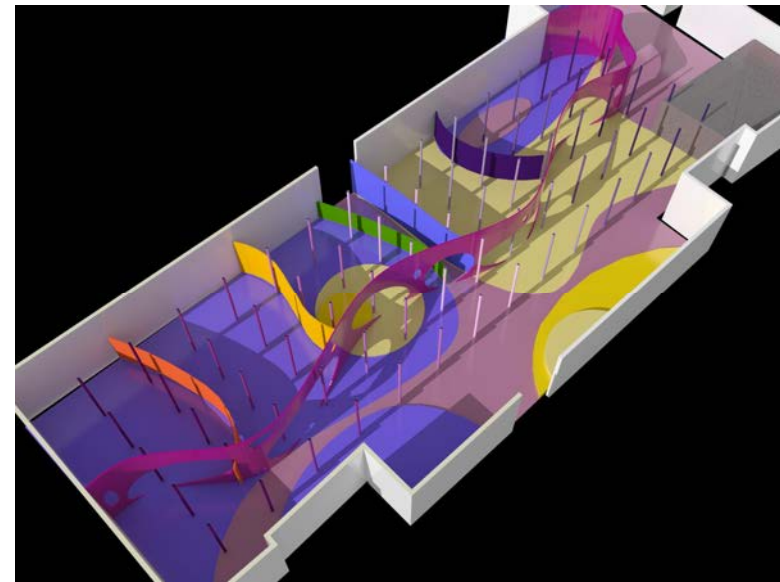
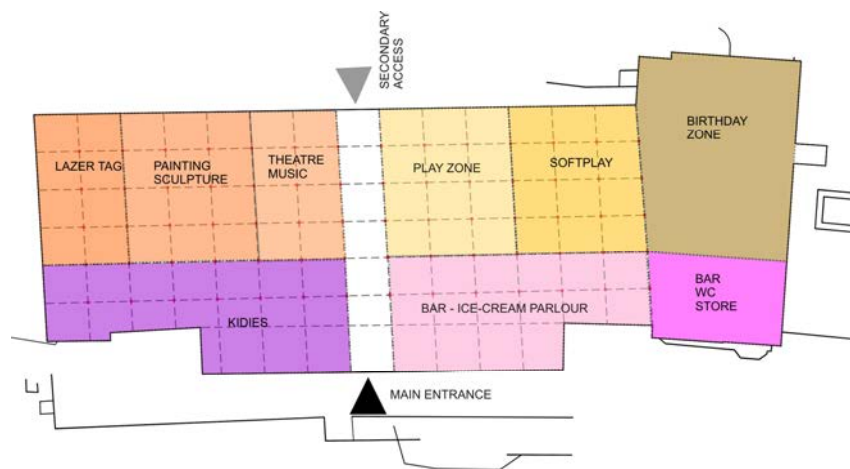
- *Multi-level Adventure Course with Ponds, Waterfalls, and Caves*
- *Attracts Guests During 'Shoulder Seasons'*
- *Fun for Whole Family, Toddlers Through Grandparents*



South Bathhouse Restoration

Children's Entertainment Center would be a year round edutainment experience for children and toddlers up to 10 years of age.

- *Enrichment Opportunities Such As: Music, Cooking, and Crafts*
- *A Fun Approach to Teaching Children*
- *Potential Day or After School Care*



Camp Playland

- *Full Day Fun and Educational Programs*
- *Partnerships with the Children's Entertainment Center & Museum, and Edith Read Sanctuary*



Entertaining Families Since 1928



Ice Casino

Central Amusement International expects to cooperate with American Skating Center regarding use and promotions of the Ice Casino



Food Service



CulinArt's Commitment

- *13 years of investing in and bringing new and innovative food concepts to Playland*
- *Dedicated to building visitor ship with food concepts matching Playland's evolving demographics*
- *Grown External Event Catering to \$1.5 million business*
- *RBS, UBS, Greenwich Capital, Pepsico, SAC, COBA*
- *Committed to broadening Playland's appeal as an event destination to businesses within 50-mile radius*

Signature Concepts

Family Barbeque

Family-style restaurant featuring Texas-style barbeque chicken, ribs, brisket, pork sandwiches and side dishes

Signature Burgers

Upscale grill serving hand-packed signature burgers, hand-cut fries and milkshakes

Pizza Village

Our signature Pizza program offering the scratch-made taste and quality of authentic New York pizzeria

Cocina Fresca

The authentic flavors of Mexico: Fajitas, carne asada, tacos, burritos, taco salad, nachos and more



The Healthful Trend

Froot Cup

Introduce sustainable product from local suppliers to prepare fruit kabobs and tropical smoothies

Edible Fruit Animals

CulinArt's Anna Bullett, MS, RD, will work with kids to create edible fruit arrangements and frushi



Entertaining Families Since 1928



Marketing & Events



Keeping Playland Open for Family Fun!

- *Concerts*
- *Fireworks*
- *Expanding the Halloween Program*
- *In Park Entertainment*
- *Special and Local Events*

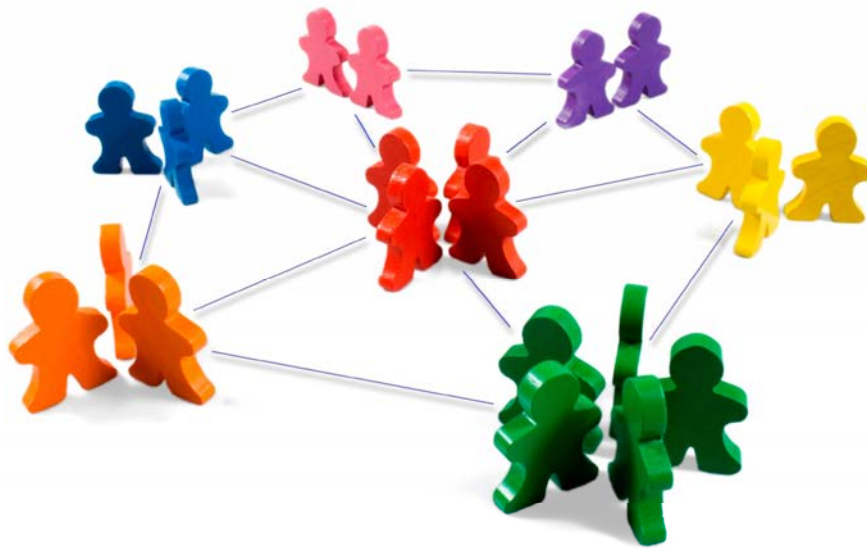


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Marketing Plan Tools

- *Combining Resources of the Other CAI Parks in the NYC Area*
- *Dedicated & Flexible Budget*
- *Technologies*
- *Encourage Repeat Visits and Increased Attendance*



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Entertaining Families Since 1928



Historic & Ecological Preservation



Playland is a Historic & Architectural Treasure

Preserving and restoring historic Playland's special historic character will be central to our work with the Park.



Entertaining Families Since 1928



Preserving Local Ecology

Playland is a destination for millions of people in the Westchester, New York City, and Connecticut areas. While we are committed to preserving the historical significance and elevating the entertainment experience, we recognize these ecological centers are much more to others, most especially local and county residents.

- *The Seaside Walk*
- *Edith Read Sanctuary*
- *Playland Lake*



Entertaining Families Since 1928



Proud to Be a Responsible Steward

Central Amusement International believes that with its resources, creativity and vision our team is uniquely qualified to preserve all that is historic and traditional at Playland and improve its upkeep while bringing it into the 21st century with new rides, attractions and educational experiences.

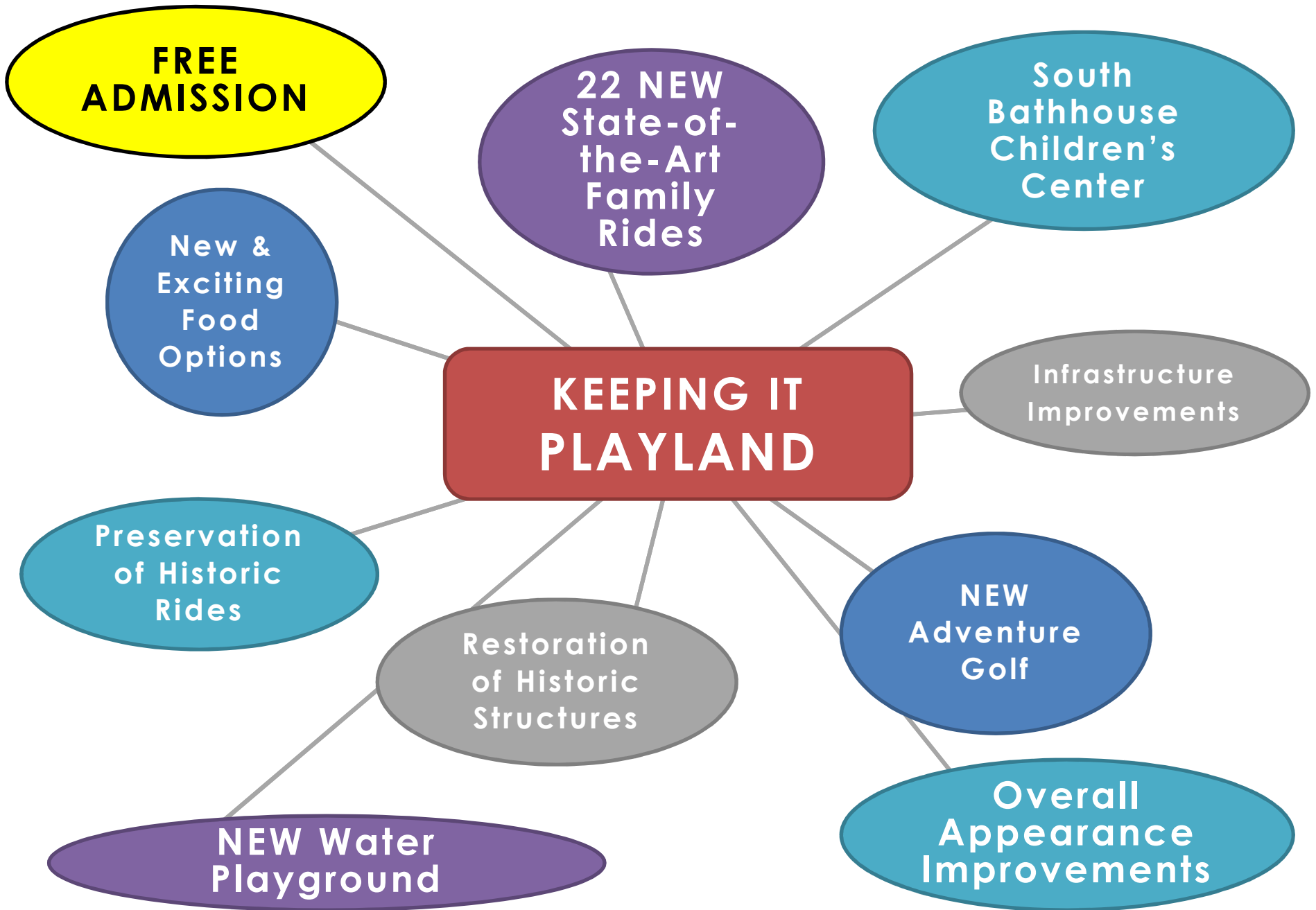


Entertaining Families Since 1928



Central Amusement International Keeping Playland Fun!





Proposal Comparison

		Standard Amusements	Sustainable Playland, Inc.
Capital Investment	\$26,418,000 First Five Years	\$25,000,000 15 Years	\$34,000,000 15 Years
ADDITIONAL FUNDING TO COUNTY			
Year One	\$1,008,770	Pay ongoing interest on County debt and give County \$20mm note payable	\$1,200,000
Year Two	\$1,172,920	" "	" "
Year Three	\$1,218,210	" "	" "
Year Four	\$1,250,620	" "	" "
Year Five	\$1,332,450	" "	" "



