



SOARING TO NEW HEIGHTS

The Great Orlando Wheel Promises Journey of Discovery

ORLANDO, Fla. (June 25, 2008) -- Take a panoramic ride atop the Great Orlando Wheel. This new international icon will tower 400 feet, treating passengers to spectacular views that stretch 25 miles in all directions.

“The Great Orlando Wheel will transform the skyline and tourism for Central Florida,” says Florian Bollen, Chairman of the Great Wheel Corporation, the project’s developer and operator. “Passengers will witness breathtaking views of the region’s dynamic cityscape, homes, roads and thriving tourism corridor.”

“This iconic attraction will cast a stately silhouette,” Bollen continues. “In the future, it will be difficult to imagine a postcard of the Central Florida skyline that does not include the Great Orlando Wheel.”

Begins at Terminal

The experience begins at the giant terminal that draws its design inspiration from the Great Orlando Wheel. Massive arcs will mimic the wheel’s movement, while the dramatic glass-and-steel construction will add to the overall impact of the design. Visitors will see the wheel and feel its presence wherever they are in the terminal.

“The terminal will showcase every feature of the Wheel, from its enormous legs cutting into the building to the large flight capsules moving gently across a glass background,” explains Jim Ritchie, Project Manager for the Orlando office of Morris Architects who are the international firm responsible for the terminal’s inspired architectural, interior and landscape designs.

“Bringing the Wheel into the terminal will allow spectacular views of its structure, setting the tone for the architecture and design,” Ritchie says.

Spanning 80,848 square feet, the multi-level terminal will include an indoor space of 61,125 square feet plus outdoor covered plazas. The terminal’s shape will look like a giant infinity sign, with two curved buildings surrounding the Great Orlando Wheel at the center. One

structure will be the arrival building, and the other will house the passenger lobby. An arced glass corridor will connect the two buildings, allowing traffic to flow smoothly from arrival to the boarding area.

The terminal's breakthrough design calls for a Wheel-inspired roofline, convex for the arrival building and concave for the passenger lobby.

Soaring ceilings and a giant atrium will engage visitors immediately at the entrance, giving them a view of the Wheel before boarding for their flight. Adding to the impact will be the terminal's minimalist design, with polished concrete floors, glass walls and a few massive columns dispersed in clean, open spaces. The terminal will invite visitors to walk around and explore, putting them within inches of the giant revolving wheel, separated only by panes of glass.

Sweeping walkways and glass corridors will bring guests from the arrival building to the passenger lounge. Tilting gently outward, the glass walls will draw attention upward, allowing views of the Wheel from all angles.

Walkways will build visual momentum and then open onto a grandiose space with 40-foot ceilings in the passenger lounge. There will be no waiting in long lines for this 360-degree flight. The passenger lounge will house unique restaurants, cafes, a bar and boutique shops. Overlooking the terminal atrium the mezzanine will feature an expansive terrace located directly beneath the enormous, revolving Wheel. Guests will sip drinks and dine al fresco, while taking in spectacular views of the Wheel before stepping onto the boarding platform for liftoff.

View From the Top

The Great Orlando Wheel will turn slowly, enabling passengers to board without the Wheel stopping. They will take this journey of discovery from the comfort of fully enclosed, glass flight capsules. Twenty-four of these climate-controlled, rotating capsules will be affixed to the Wheel's outer rim to provide unobstructed views.

Measuring 38 by 16 feet, each capsule will be larger than many living rooms and will accommodate up to 40 people. Capsules will be reserved for individuals as well as for business meetings, birthdays, weddings and other special occasions. For passenger entertainment, each capsule will have its own audio and video system.

Traveling at a leisurely nine inches per second, the wheel will take 30 minutes to make a full rotation. Each capsule will turn 360 degrees in one direction, while the rim will rotate a full revolution in the other to keep the floors horizontal. Passengers will move freely about the glass

cabins or relax in a central seating area. Either way, they will enjoy unsurpassed views of the ever-changing landscape.

“To travel on such a wheel is a wonderful experience because you’re very slowly being moved out of your daily life,” Bollen explains. “You have constantly changing perspectives until you finally reach the top of the world. That is the kind of feeling you will get when you’re standing in this capsule and have an uninterrupted, 360-degree overview of the city.”

Passengers will take in all of Central Florida, from its sparkling lakes, labyrinth of roads and bustling downtown business district to luxury resorts, attractions and world-leading theme parks. The Great Orlando Wheel will provide unique vantage points for watching launches from NASA Kennedy Space Center. During evening flights, subtle changes in the wheel’s lighting will create an ever-changing ambience. Guests will enjoy unrivalled views of bright city lights and firework displays lighting up the sky.

Providing the feeling of being on top of the world, the Great Orlando Wheel will reach out to locals and travelers far and wide and showcase one of the world’s premier tourist destinations from a completely new perspective.

For more information about the Great Orlando Wheel, please visit:

www.greatwheel.com/orlando.

About Great Wheel Corporation

Great Wheel Corporation is a global venture headquartered in Singapore with offices in London, Berlin, Orlando and Beijing. The goal is to develop, finance, build and operate Great Wheels and other Iconic Viewing Platforms in locations around the world.

Great Wheel Corporation works closely with companies like Hollandia, Bosch Rexroth, Pomagalski and benefits from their experience in building the London Eye. Key Management of the company have financial and entertainment industry backgrounds. It is the policy of the Great Wheel Cooperation to work together with local partners on the various projects to ensure that political support and local knowledge are obtained. For more information, visit <http://www.greatwheel.com>

Media Contacts:

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|----------------------------------------------------------------------------------------|--------------------|----------------------------------------------------------------------------------------------|
| | Christie Gregovich | |
| Ypartnership | | Ypartnership |
| (407) 838-1707 | | (407) 838-1822 |
| sharlet.brennan@ypartnership.com | | christie.gregovich@ypartnership.com |