

ANTONIO ZAMPERLA SPA

The Origins of the Company

The Zamperla Movie Theater

It all began in the mid-1800's when Giovanni Zamperla and his son Giuseppe started an equestrian circus to entertain at local celebrations. Recognizing that moving pictures were gaining popularity, Giovanni purchased a cinema machine to join the traveling circus. With the arrival of "talkies" and permanent movie theaters, Giuseppe and his son, Antonio, decided to focus their efforts on the carnival aspect of their business. "I was only sixteen when my father and I built our first amusement ride: a series of small cars that traveled on a track affixed to a platform with three hills." recalls Antonio, founder of A. Zamperla S.p.A. Today, Alberto, Antonio's son, represents the third generation of amusement industry innovators as he leads A. Zamperla S.p.A. into the new millennium.

Antonio Zamperla: The Tradition

The Zamperla company was founded in the 1960's when Antonio Zamperla realized that popular adult attractions could be successfully reproduced for children. Zamperla began to sell his rides (Kiddie Bumper Cars, Mini Scooter rides, Punchball games, Mini Jet, Convoy and Balloon Race) in the United States during the 1970's with the same success he had in Europe. In 1976, with his son Alberto, Antonio Zamperla opened the Montreal branch. Not long afterwards, he decided to move his operations to the United States where the great number of travelling carnivals and fixed amusement parks offered the ideal outlet for Zamperla's attractions. Zamperla, Inc. in Parsippany, N.J., is the US office which

promotes the sale and service of Zamperla rides and attractions in the entire North American region.

On the wave of the success and popularity of the new rides, “Antonio Zamperla” became an Italian limited company in 1979. Today Antonio Zamperla S.p.A. is a 16,000 sq. meter plant, and with a workforce of more than 200 people, Zamperla is capable of delivering more than 150 attractions a year. Each ride is carefully checked by the company’s quality control department during production, assembly and on-site testing before leaving for its final destination.

Zamperla continued to grow at a breathtaking pace and was incorporated as a joint stock company in 1988. Today Zamperla boasts of a turnover of approx. Euro 39 millions in 2004, an export quota of 98% of its own turnover and a customer list featuring the most famous “names” in the amusement industry field - Disney, Premier Parks, MCA Universal Studios, Warner Bros. and Lego among others. Zamperla is today a global presence in the entertainment business with sales and representative offices in USA (Zamperla, Inc.) Korea (Zamperla Korea), Moscow (OOO Eurasia Rides) and Brazil. Zamperla Asia Pacific Inc., a joint venture company established in 1996 in the Philippines is the newest in the Zamperla family of companies. Both a sales/service office and a production plant for coin-operated and kiddie rides, Zamperla Asia Pacific Inc., is sure to have a significant impact on the Southeast Asian entertainment industry.

Entertainment: The Science of Fun

Providing entertaining amusement rides for diverse groups of people, taking into account their fantasies and desires, is certainly not a challenge to be taken lightly. To do this you must be familiar with the entertainment likes and dislikes of

children and adults, and you must also possess the manufacturing ability to translate these ideas into amusement rides.

Through dialogue with customers in assorted markets, Zamperla has developed the ability to adapt its ride concepts to audiences that come from different cultures with different expectations.

Because of its own diverse technical background, (e.g. carpentry, electronics, specialized hydraulic machinery, pneumatics, and fiberglass), Zamperla is capable of handling all aspects in the creation of amusement rides, from the original idea to the final installation - through the planning, prototype, and production stages.

Machinery and Art

An amusement ride is far more than just a mechanical device - it is a fascinating combination of sensations that translates to people as "fun".

Zamperla has entrusted to its Art Department the tasks of developing and designing new attraction ideas. The Art Department is continually enhancing attractions by developing new themes or by elaborating on ideas submitted by customers.

In order to serve our customers, Antonio Zamperla S.p.A. has invested considerably in its Art Department by obtaining state-of-the-art computer animation to assist in the early stages of planning and design. Computer graphics are used to produce realistic, three-dimensional models of amusement rides, as well as for overall site planning for entire amusement parks and FECs.

The Dream Technique

Besides the artistic aspect of designing a ride, there is another important consideration - technical feasibility. Zamperla's Technical Design Department consists of 7 doctoral engineers, 3 senior engineers and 5 planners. The department is equipped with 15 network computer stations which gives each staff member access to the sophisticated design and calculation software. The Structural and Mechanical Analyses Department (S&MAD) works closely with the Technical Design Department to ensure passenger safety, long lasting machines and best use of materials.

Zamperla rides are designed to meet the German DIN standards, whose application is synonymous with safety. They are recognized internationally and are usually required by local government authorities for licensing along with dynamical loads and environmental load requirements. If compliance with different standards established by the German TUV or any others is required, e.g. AISC, UBC, BS, also to comply with earthquake loads, Zamperla has no difficulty in meeting the requirements.

Zamperla's S&MAD utilizes high performance computers with the most advanced software programs. The kinematic/dynamic motion analysis is performed by means of Adams®, recognized worldwide for this type of simulations and used by such companies as Boeing, McDonnell-Douglas, Ford, Audi, Volvo, Fiat, etc. Structural analysis is accomplished by using the finite element method (F.E.M.) computer code, by means of Ansys® and Cosmos/M® code of calculation. The latest CAD software release, I-Deas®, originally developed for the Ford Motor Co., is used by The Technical Department in the design stage of an attraction. This CAD release already incorporates Adams and

a powerful F.E.M. module that enable compiled data to be shared by the S & MAD and the Technical Design Department.

Zamperla, A World Famous Name

Keeping up with the demands of an ever changing market and being sensitive to the world's political, economical and social evolution, Antonio Zamperla S.p.A. is presently looking at emerging markets, especially those of eastern Europe and the Far East. Well-known all over the world, from Europe to South America, from Australia to the United states, and already well positioned in the Japanese market with small and medium size rides, Zamperla is now entering this market with new attractions. Zamperla responds with efficiency and flexibility to the requirements of this evolving market by offering complete quality service.

Zamperla's trained sale and service forces stationed in its subsidiaries and/or representative offices in Korea (Zamperla Korea), Russia (Zamperla Moscow), Brazil and the Philippines (Zamperla Asia Pacific Inc.) help the company offer efficient service, understand the local markets and learn the commercial nuances of the regions. Product and service quality at Zamperla strictly depends on the availability of highly skilled and trained personnel. This is why Zamperla seeks new personnel for its Sales and Technical Departments with professional skills and specialized knowledge along with general cultural and communication skills.

Product and service quality are certainly the guidelines for Antonio Zamperla S.p.A.'s ever growing success. Zamperla's efficient after sale service, which was inaugurated some years ago, employs specialized technicians ready to leave for any destination immediately to troubleshoot problems. A "special project

financing service” has recently been added to the services already offered by Zamperla. Thanks to business relationships with some of the most important Italian and foreign financial societies, it is now easier for customers to access the necessary investment funds to build new entertainment centers in developing countries.

Zamperla, Inc., Parsippany, New Jersey

Incorporated in 1979, Zamperla, Inc. was established to serve as the sales and service office for Zamperla products in the lucrative North American market. Customer service is the primary goal of the US satellite since the American market values this quality in this competitive market. The technical service department offers troubleshooting phone assistance and emergency spare parts, around the clock, seven days a week during the busy summer season. Fully ninety-five percent of the orders placed by phone each day are fulfilled the same day.

Zamperla Asia Pacific Inc., The Philippines

Initially a joint venture company between Antonio Zamperla S.p.A. and Fun Corporation Ltd., Zamperla Asia Pacific Inc. was incorporated in the Philippines in 1996 primarily to manufacture and distribute coin operated kiddie rides with original designs, innovative technical solutions at competitive prices.

Zamperla Asia Pacific Inc.’s well trained staff of the technical service department can offer troubleshooting assistance and qualified expertise for the proper installation and maintenance of Zamperla equipment.

Zamperla Korea, South Korean

This sole agency was established in 1995 to serve as a sales and service office for Zamperla products.

Zamperla Korea's management and technical staff has frequent contact with the staffs of local amusement parks giving them the opportunity to understand the local market and to learn the commercial nuances of the region.

With its technical staff specialized in electronics and electrical, Zamperla Korea offers troubleshooting phone assistance and emergency spare parts - two quality services which helps maintain Zamperla as an industry leader.

OOO Eurasia Rides, Russia

Already present in Moscow with a representative office since 1995, Zamperla is presently strengthening its presence in the Russian market with bilingual staff in daily contact with the headquarters to provide its customers with update commercial information and an efficient after sales service both for rides installation and spare parts. Zamperla rides are already installed in the most important amusement centers in Moscow such as the Gorky Park, the Moscow Circus and the Moscow Zoo among others.