



PRESS RELEASE

ZORB® MAKES WORLD TOP 10 WILD RIDES LIST

Rotorua, NZ, 08/08/08

Zorb®s revolutionary, adrenaline-filled, laugh-inducing adventure experience at Rotorua has been voted the 5th best "Wild Ride" in the world.

Kelly Hemana from Zorb® Rotorua accepted the award noting that "... the competition was tough. This is a travellers award voting on '*modes of transport with a difference*'. To be considered ahead of camel riding, a submarine trip or dog sledding is humbling ... after all, those experiences are definately cool."

VirtualTourist.com, a website dedicated to providing helpful advice for tourists and travellers alike recently compiled a list of the "Top 10 Wild Rides" in the world and what they said was:

5. Zorb Riding, Rotorua, New Zealand

It may look tame, but one spin down a hill in a Zorb, or giant inflatable ball, and you'll see this is one serious adrenalin rush. Single and tandem "rolls" can be arranged, and those with weak stomachs can ask for a little water in their capsule to insure a smooth ride. (Source: <http://www.stuff.co.nz/4644120a34.html>)

Kelly Hemana's reaction to the Zorb® Experience being the ONLY "Wild Ride" from New Zealand was

"...My guys are so stoked. We feel that Zorb® Rotorua, by being voted in the *Top Five Wild Rides*, is in a small way helping keep up our Kiwi adventure tourism industry's reputation of crazy but safe experiences. Our customers just love Kiwi style bungy jumping, white water rafting, jet boating etc. To have our customers vote for us, as they did last year in the Arrivals Award, and now in this award, , says everything that we could say about the Zorb® experience. "

Background

The Zorb® Experience, generically called globe riding, was invented and developed in New Zealand by Zorb® over 13 years ago. Zorb® manufactures their own 'globes' here in New Zealand. Zorb® while holding patents and trademarks is increasingly, like A.J. Hacketts Bungy, having to deal with fake and copy operators around the world. Zorb® remains in the consumers mind the "original" and "authentic" experience and acknowledges that the Kiwi brand is an important part of that story.

Zorb® Rotorua (www.zorb.co.nz), the company's flagship site located in the Agrodome complex has provided hundreds of thousands of visitors with a memorable experience that has them laughing all the way home.

Adding to this memorable experience is the recently opened company site in Pigeon Forge, Tennessee, USA (www.zorb.com/smoky) which is satisfying the American travellers thirst for adrenaline whilst giving them a taste of New Zealand.

For more information on the revolutionary Zorb® Experience check out the Zorb® website at www.zorb.com or contact Andy Havill (andy_havill@zorb.com). Images are available upon request.

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T + 64.9. 306 8071 F + 64.9.355 0609
ZORB LIMITED PO BOX 90 841 AUCKLAND NEW ZEALAND
WWW.ZORB.COM