



PRESS RELEASE

ZORB® Rotorua Launches new track – 'The Drop'

Rotorua, NZ – Thursday 21 April, 2011

ZORB Rotorua, the iconic New Zealand adventure tourism operator that provides the ZORB experience in New Zealand and overseas, has launched its latest product – a new track called 'The Drop'.

Joining the well-known existing tracks - the unique ZORB 'Zig-Zag' and the two ZORB 'Fast Lanes' - 'The Drop' is a fast-paced, adrenalin-pumping ride which takes you through an ambling entry, down a shockingly steep vertical drop, and onto a park-like jog to the finish.

'The Drop' begins with a leisurely roll to the edge of the hill and then, as the name suggests, starts down the hill with a fast vertical drop of approximately 25m into the unknown.

With three deep switch-back corners built into it, the experience 'The Drop' provides is completely different to anything previously built.

'The Drop' is simply the newest and most unique track built by ZORB and the only one of its kind in the world.

Tested extensively by our staff, 'The Drop' is safe, but daring enough for our adrenaline junkies. Comments include:

- *"Monstrous! Which world was I on?"*
- *"When I lost sight of the launch pad it was a little scary – going into the unknown - but the finish was beauuutiful!"*
- *"It starts off rolling slowly, then you shoot down the hill and into the turns – nothing can describe it! Its just awesome!"*
- *"Why didn't you do this ages ago?!"*
- *"Please don't ask me to go again...but if you do, I will say YES!"*

ZORB Rotorua now has four different track options for customers to choose from meaning there is plenty of choice and something for everyone.



'The Drop' is a single person ride and will only be available as a ZYDRO (wet) ride option.

The ZYDRO ride is described as a cross between a roller-coaster and a water-slide. Participants are free inside the globe with a few litres of water (warm in winter, cool in summer) allowing them to slip, slide and spin their way to the bottom of the hill (no tumbling involved!).

'The Drop' joins our other very popular and unique ride option available at ZORB Rotorua - the ZORB Zig-Zag track.

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The current age limit of 6 years or older will apply to 'The Drop' track and is one of the 'must-do' ride options at ZORB Rotorua.

Background

The ZORB Experience, generically called 'globe riding', was invented in New Zealand and developed by ZORB since 1995. ZORB manufactures their original ZORB '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.com/rotorua), the company's flagship site located on Western Rd 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.

ZORB now hopes 'The Drop' will provide a completely new and unique experience of ZORB globe riding for people around the world.

For more information on 'The Drop' visit www.zorb.com/rotorua.

Andy Havill, ZORB Group Marketing Manager, is available for interview if you have further questions or want specific content for any article etc on +64 21 524 609 or at andy_havill@zorb.com.

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