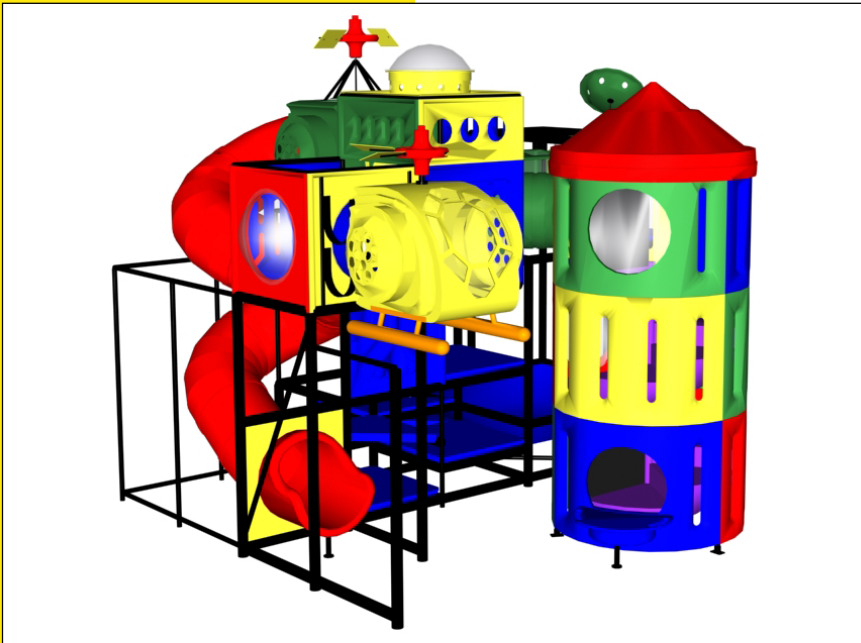




THE BENNETTS REMODEL... WITH SOFT PLAY®

St. John's, NF the latest
Maritime McD to welcome
a Soft Play® PlayPlace



Soft Play® park for tower
PlayPlace, St. John's, NF



New small parks for limited spaces
or to replace a BallPool!

HOW SOFT PLAY® PARTNERS WITH MCDONALD'S

Soft Play® has worked with McDonald's since 1983, and become expert in delivering the tools required to make a popular, profitable and manageable **restaurant** PlayPark:

- Low maintenance
- Visual appeal
- Flexibility
- Easy monitoring
- Safety
- Superior play value



Bulldozer with hydraulic loader,
one of 43 KidErgy® Interactive
motion play components

With over 7,000 revenue building playparks installed to date, & approved for McDonald's worldwide, Soft Play®'s experience has created Playpark designs and patented play components exclusive to McDonald's and unique in the play industry.

These collaborative efforts appear in the Bennett's PlayPlace and culminated in the new Magic 2000 series of McDonald's branded parks (see *Magic 2000 insert*).

Montreal based Amusement Concepts handles distribution, installation and service of Soft Play® across Canada.



Ultra low-maintenance DuraNet® metal net & TuffSkin® plastic coated post pads now required for all corporate playparks. Both products are exclusively from Soft Play®.

**AMUSEMENT
CONCEPTS**
PLAY · EXPERTS INC.

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McD icons & symbols become real play components.



McD Race Car with Sound Effects



Spinning Golden Arches are kid controlled



Built-In Toddler Climb & Slide

CHOOSING A SUPPLIER

The Bennetts inherited a smaller park when they acquired the restaurant. When selecting the supplier and design for their new PlayPlace, key criteria included:

- More & better play activities
- Flexibility to add new play components over time
- Safety & durability to eliminate gaps between plastic components
- An impactful look with a park that "filled the box"
- Space efficient to allow for circulation & a toddler play area

TOPS IN PLAY VALUE WITH KIDERGY®

In a footprint of just 20' X 22', this park packed multiple activities on all levels and offered...

- 4 kid controlled, patented Kidergy® interactive & moving play activities
- Proven popular slide & ballpool
- Easy expandability by adding new spinning play activities to the top
- 9 different kinds of play
- 60 kid capacity
- Heat sealed plastics joined by bolts & blow torch to eliminate gaps
- 3 levels for maximum height, in strong primary colors
- 5 different toddler play centers

CUSTOMER REACTION & SALES...

"We've had lots of positive comments from our customers" says Cathy Bennett. "They like the variety of play activities and kids shown real excitement about playing in it.

After opening, each week's sales exceeded the previous one! People love it. We quickly hit maximum play capacity, and peaked in parking".

HOW WAS THE CHANGE TO A SOFT PLAY®?

"We are very happy with Soft Play®'s product and Amusement Concepts' service. One thing I am saying to McDonald's people is how important my confidence is in your (Amusement Concepts') ability to correct minor problems quickly and effectively.

Your high standards and attention to the little details made this project a success. We are planning our next PlayPlace, and it will be a Soft Play®.

SAFETY FIRST

Soft Play parks are ASTM compliant, meeting the toughest international industry standards, and our manufacturing facilities are ISO certified.

NEW MCDONALD'S STANDARDS FOR LOW MAINTENANCE

The Bennett's park benefits from some special features that drastically reduce long term maintenance time & cost.

These products, produced exclusively by Soft Play®, are so effective they have just been made MANDATORY for all new corporate McDonald's parks in Eastern Canada:

Duranet® metal anti climb netting. Unlike nylon mesh or plexiglas panels, rubber coated Duranet® is vandal, burn, cut, climb, fingerprint & rust proof!

Tuff Skin® plastic coated post pads. Glossy pads wipe clean, won't crack, & don't need vinyl sleeve covers. They're even cheaper than standard pads plus sleeves.

THE NEXT GENERATION - MAGIC 2000 SERIES

Soft Play®'s newest PlayParks turn McDonald's icons and symbols into actual play components. Now you can have a truly McDonald's branded park that includes:

Branded play components:

- McD #94 Race Car with sound effects
- Bulldozer with moving hydraulic loader & windshield wipers
- Fire Truck with spinning ladder
- Ronald sculpture & Mansard roof
- Drive thru play panels
- Spinning Golden Arches or Birdy

Built in toddler play with activity panels & molded climb & slide

Adult accessible spiral climb (industry's largest)- Cheeseburger climb with bun top houses a molded spiral staircase that fits adults!

ONE STOP FOR PLAY & DECOR

Amusement Concepts is dedicated to helping McDonald's build revenue & smiles with our unique play & decor products:

- Soft Play® playparks
- Toddler play for kids under 3 years
- Play houses & activity panels for small spaces
- McGraphic furniture & decor featuring McDonald's characters
- Standard & custom benches, chairs, tables, signs, flooring & murals (indoor/outdoor).

On the web:

To see the new McDonald's 2000 models, visit www.softplay/mcd2000.

To see the full catalogue on line, visit www.softplay.com/amuse



Place your order from the Race Car to the Drive-Thru play panels

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