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2012 OLYMPIC VENUE DESIGNED TO BE ACCESSIBLE, SUSTAINABLE FOR GREATER COMMUNITY BENEFIT

*Colorado Based Firm Whitewater Parks International Designed the World's Newest
Purpose-Built Paddling Facility in London's Lee Valley Regional Park*

[Glenwood Springs, Colorado—January 15, 2012] -- It's not every day that the general public has a chance at a first hand experience running an Olympic course, but that's exactly what's been happening at Whitewater Parks International's (WPI) newly-designed 25-acre Olympic venue known as the Lee Valley White Water Centre. The venue opened commercially last April, fifteen months ahead of the Games, and has been offering the uninitiated a front row seat for a ride of lifetime. Thrill seekers, young and old, can get a personalized glimpse into the world of competitive paddling, navigating 8-person rafts down the very same rapids Olympians will win medals on this coming summer.

This innovative venue was designed to provide a cost-effective legacy that will benefit the community-at-large for many years to come. "It's amazing to see it in action after five years of intense planning," said Bob Campbell, managing director, WPI. "For us, smart design includes being adaptive, so we planned the facility to be able to handle a variety of activities simultaneously. It is truly remarkable. The excitement it radiates is hard to put into words."

From the beginning, the 2012 Olympic organizers had been intent on creating world-class venues for the Games that would also serve as beacons of excellence for communities. A major goal was to provide social, environmental, and economic legacies to enhance the lives of future generations. London's venue planners turned to WPI designers to re-create attributes found in their previous 2000 Sydney Olympics design, where they had delivered Olympic standard whitewater while ensuring a distinct user-friendliness.

The Lee Valley White Water Centre was the first new London 2012 venue to be completed and is the only one open for public programming prior to Olympic events. Additionally, the venue has been pegged as a catalyst for long-term community development for the northeast area of London in Hertfordshire. This is, in part, also due to an accessible 2 ½ -acre, self-contained lake within the venue, with enough space around it for all varieties of sport enthusiasts and spectator activities.

More than 140,000 visitors have enjoyed the Centre since it opened last April, with some 40,000 of them taking part in rafting and generating more than \$3 million in revenue. The price for the guided whitewater experience for the general public is about \$80 per person for a two-hour session.

Approximately 2,000 students from across the region received a free rafting excursion as part of the Centre's Schools Festival last summer. Beyond descending the same rapids as the world's best, they learned the mechanics of the re-circulating whitewater courses and enjoyed mountain biking, climbing, orienteering and other adventure skill activities in the surrounding park.

According to Seb Coe, chairman, London 2012 Organizing Committee, "They've (the students) experienced something truly unique at a world-class London 2012 venue and they can now say -- 'I've raced the same course as the Olympians'."

Beyond the Olympics and international events, the Centre will serve many constituencies and programs such as commercial activities, general instruction, recreational paddling, youth development programs, corporate group functions, and professional service training – all a part of the planned sustainable legacy.

"It's about getting the balance between giving athletes the time to train and then generating the income from rafting," said Shaun Dawson, chief executive, Lee Valley Regional Park Authority. "It will then (after the Games) be a balance between income generating activity from rafting and corporate hospitality, and then the sports development and schools programs."

About Whitewater Parks International (WPI)

WPI brings together more than thirty years of specialization in whitewater sports, specifically in the design, development, and operation of state-of-the-art facilities and paddling-oriented programs. With offices in Sydney, Australia and Glenwood Springs, Colorado, the company and its international network of industry experts offers professional resources for creating financially sustainable and community enhancing projects, such as London's 2012 Olympic Canoe/Kayak Slalom venue, the Lee Valley White Water Centre, and the Penrith Whitewater Stadium built for the Sydney 2000 Olympics. For more information, please visit www.whitewaterparks.com or call +1 970/948-7772.

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