

REVITALIZING The Carousel Business

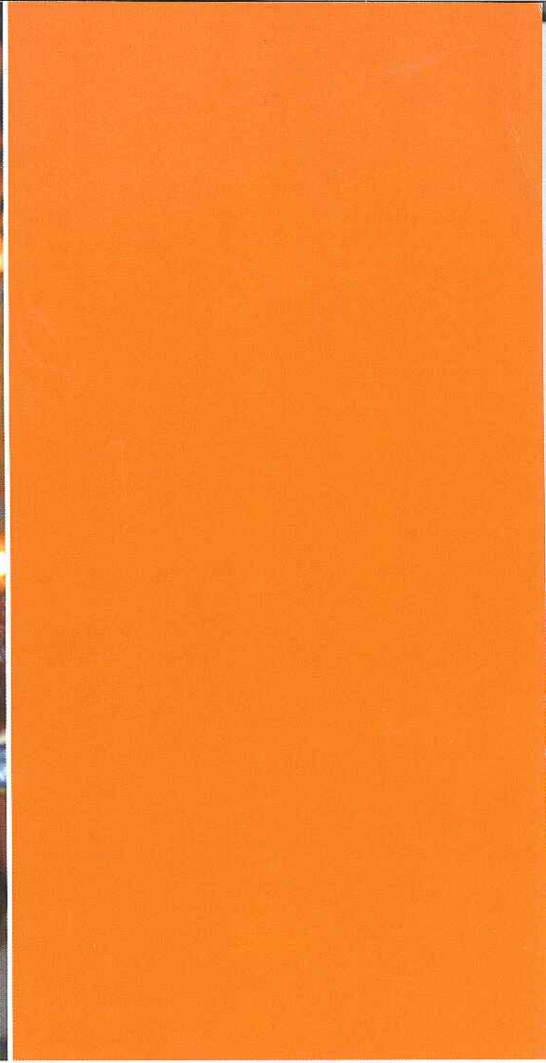


HQ



*"I'd rather have a carousel
in the mall any day because the carousel
draws families to the mall and leads to other
sales. Once they're here they shop, eat and
go see a movie."*

— ERIC KLAFTER
General Manager
Westfield Valencia Town Center



HQ's **NEW DOUBLE DECKER CAROUSEL**

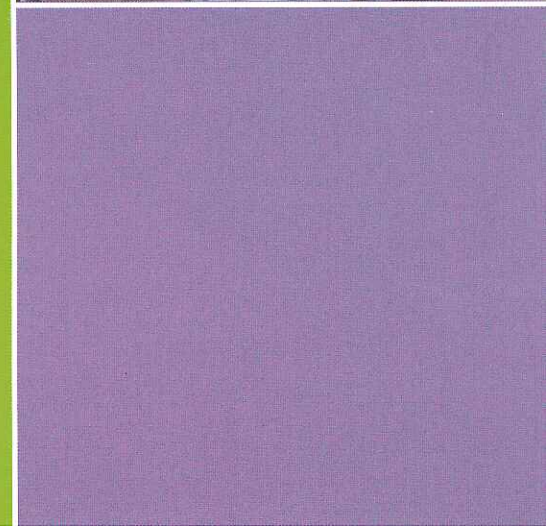
generates more revenue for your mall and creates a landmark shopping and entertainment destination increasing your property's value.

WHY DOUBLE DECKER?

Adding a Double Decker Carousel to your entertainment mix draws families to your mall, complements your retail activities and energizes your shopping center.

- Generates up to 40% more revenue than other carousels
- Pays more rent and shares profits
- Long-term lease (usually 10-year term)
- Turn-key operation
- Experienced owner/operator and professional staff

Having over 15 years of operational experience, the HQ group of companies has proven itself as a leader in shopping center ancillary businesses with operations in over 300 malls throughout the United States. HQ is the largest Double Decker Carousel owner/operator in the country.





Potential

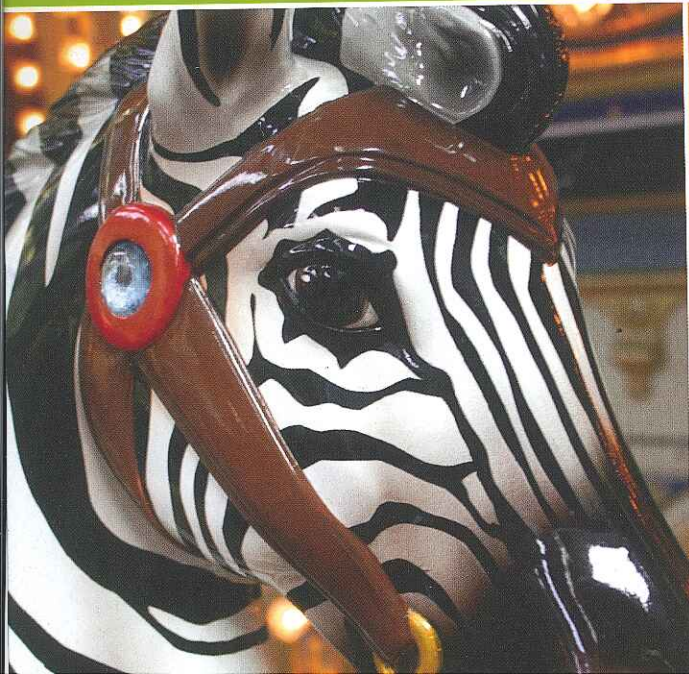
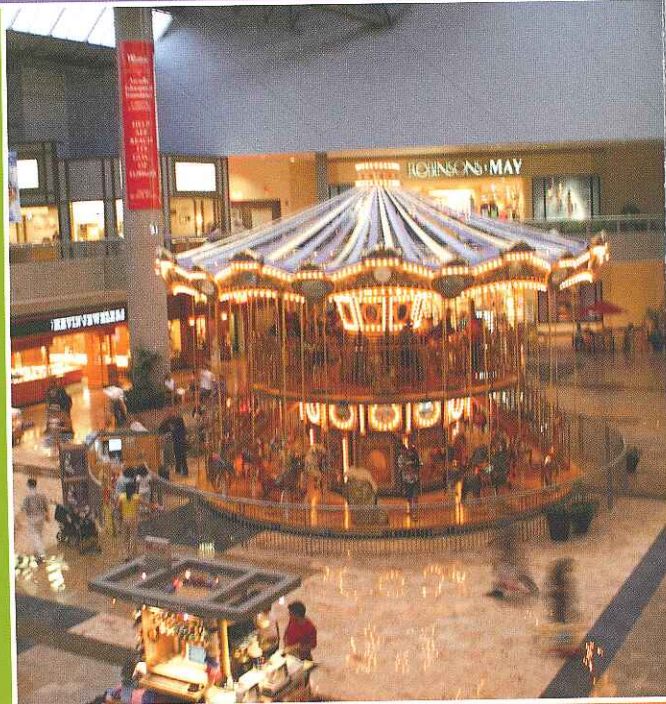
1ST YEAR CAROUSEL ATTENDANCE AND SALES

- Paid-Rides: 200,000 to 250,000
- Total Riders: 300,000 to 375,000
(including parent accompanying child)
- Sales: \$250,000 to \$450,000

Location

HQ carefully selects each carousel location ensuring the best results for your mall. Specific criteria includes:

- Enclosed shopping centers of 800,000 square feet or larger
- \$300 sales per square foot or more
- High traffic area such as a center court or food court location



Trade-up

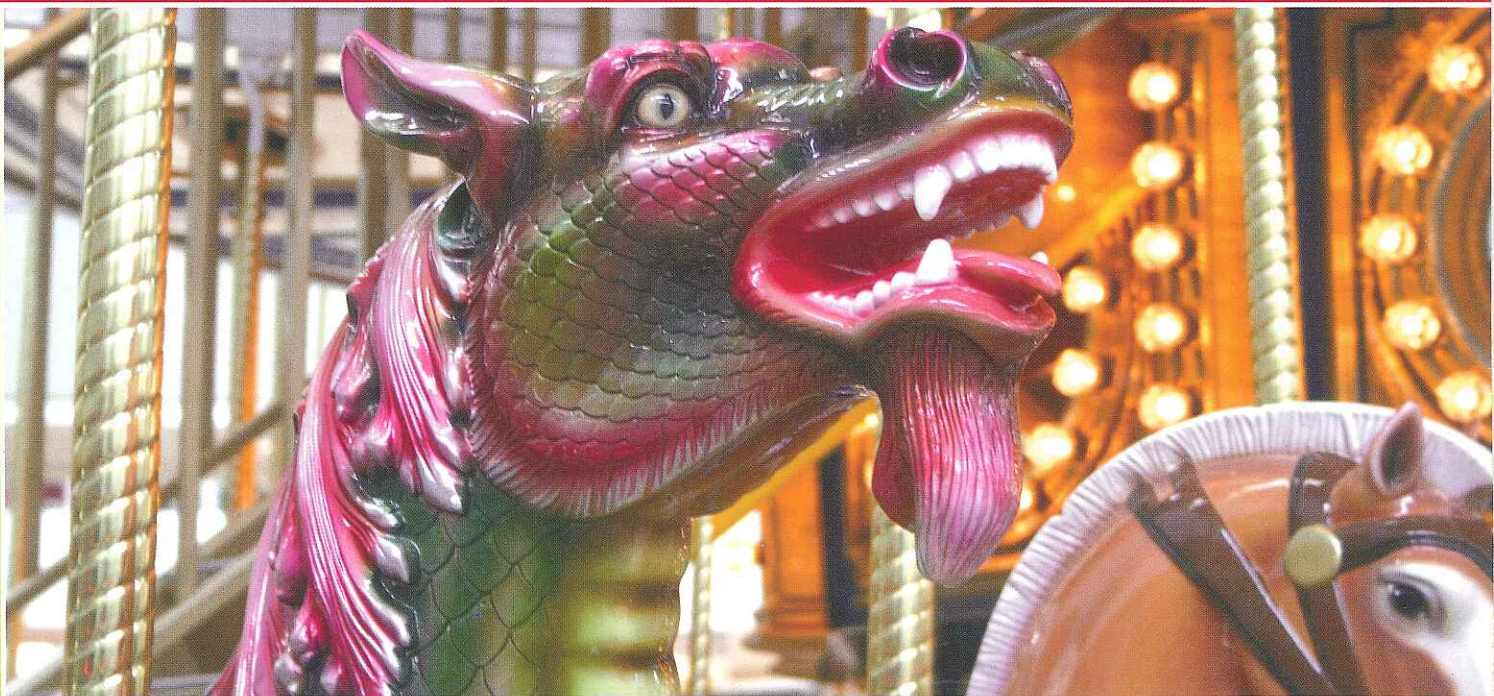
FROM YOUR OLD CAROUSEL

Replace your old, run-down carousel with a NEW Double Decker Carousel while doubling or sometimes even tripling your present rent. Ask HQ how.

Double Decker Carousels not only increase capacity, but also increase demand by appealing to older children and adults of all ages.

Benefits

	NEW DOUBLE DECKER CAROUSEL	PLAY AREAS	OTHERS: KIOSKS, FOOD VENDORS
Generate Rental Income	✓		✓
Profit Sharing	✓		✓
Increase Property Value	✓		✓
Increased Revenue for Surrounding Businesses	✓	✓	
Family Experience	✓	✓	
Branding Opportunities	✓	✓	
LANDMARK ENTERTAINMENT DESTINATION	✓		



Testimonials

"Great draw – families come specifically for the carousel. Creates a better overall experience when here."

— Gavin Farnam
General Manager, Westfield Solano

*"We specifically come to the mall for the carousel."
— Cheree, Mom of Jaiden, age 3 and Michael, age 8*

*"Every time we come to the mall we ride it. It's tradition!"
— Corey, age 11 • Nailah, age 10 • Aisha, age 12*

*"He loves riding the carousel, especially the upper level."
— Cheryl, Mom of Eli, age 6*

Owner/ Operator

The HQ group of companies is dedicated to developing and managing ancillary businesses for the shopping center industry. With operations in over 300 shopping centers, HQ partners include CBL & Associates Properties, Macerich, New Mark Merrill, Preit, Taubman Centers and Westfield Properties.

HQ's businesses include:

- Carousels
- Children's Rides
- Gift Cards
- ATMs
- Payphones
- Coke Machines
- Coin Operated Candy Machines
- Santa/Easter Photos
- Mall Kiosks
- Ice Cream Kiosks



Turn-key OPERATIONS

HQ owns the carousel as well as manages and operates ALL aspects of your shopping center carousel program including:

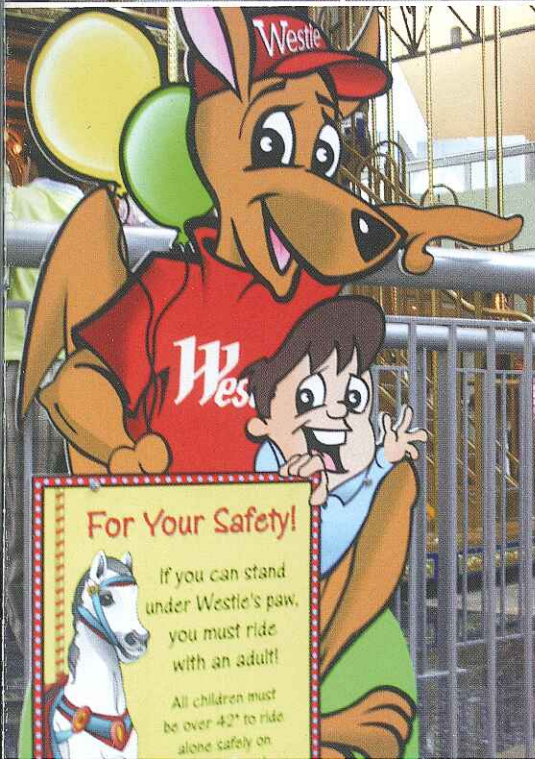
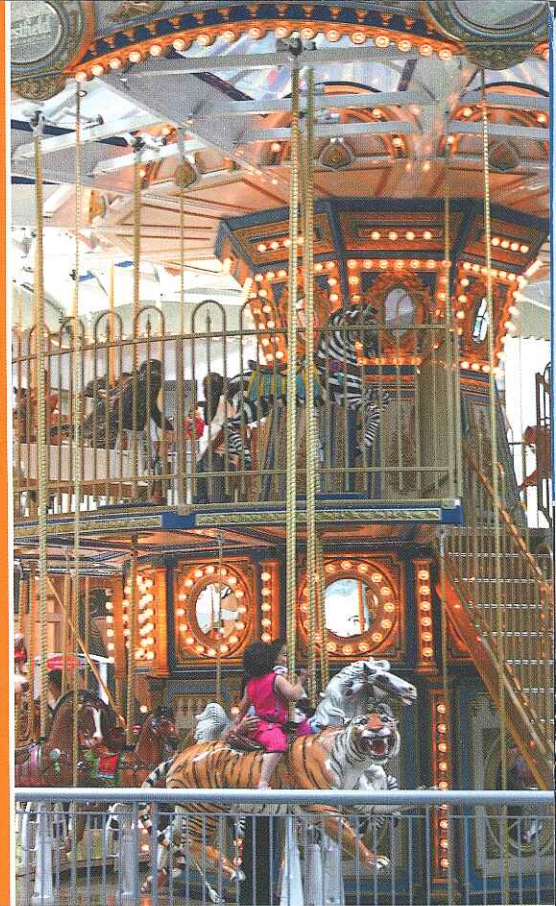
- Designing custom concepts
- Supervising installation logistics
- Managing ongoing operations
- Providing regular maintenance
- Supplying monthly reports
- Establishing and maintaining security procedures

NEW DOUBLE DECKER CAROUSEL

HQ Entertainment specially chose Chance Morgan, the largest amusement ride manufacturer in the world, for their quality and durable carousels. Together we designed the NEW Double Decker Carousel.

Developed in 2003, ONLY EIGHT exist in the United States. Every Chance Morgan carousel is a custom-built masterpiece with unique, hand-painted characters.

HQ and Chance Morgan work closely with you to determine the perfect carousel for your location. The result is a magical environment, attractive to shoppers and a healthy, reliable revenue stream for your shopping center.



Branding

The NEW Double Decker Carousel is a great way to extend your brand. From jungle themes to sports teams and anything in between, Chance Morgan has what it takes to make your shopping center carousel one-of-a-kind.

Special options available include:

- Custom carousel figures
- Hand-painted scenery and chariot panels
- Custom-etched mirrors
- Customized tops and finials
- Bamboo accents