



FOR IMMEDIATE RELEASE

\$309 Million Action Sports and Entertainment Resort to develop in Osceola County

Osceola County, Florida 10th February 2015

Xero Gravity Action Sports, LLC is planning to develop a \$309 million Action Sports & Entertainment Resort in Osceola County, Florida. Located at the intersection of Highway 192 and I-535, this 75 acre is under contract with Central Florida Investments, Inc., the parent company of Westgate Resorts, the leading timeshare company in the USA.

1+ million guests and competitors are anticipated yearly resulting in an economic impact to the County of approximately \$1.97 billion in taxable sales and purchases, and \$210 million in visitor taxable spending over a 10 year period, according to a recent study conducted by Impact Data Source of Austin, Texas. Over 1,000 jobs are expected to be created.

Larry Walshaw, CEO and founder says, "Our Company is creating the next step in the tourism sports industry. We are developing a one of a kind sports and entertainment resort which provides unique hands-on experiences. We will be hosting televised pro and amateur competitions, think X-games, with sports shows and clinics, and we will have daily competitions at all venues for visitors who like to compete".

The resort will include a 14 story ski & snowboard mountain with 9 snow tubing lanes, 5 acres of real surfing with up to 10' waves and boogie boarding area, a 25,000 sq. ft. indoor/outdoor skateboard park, a USA-BMX sanctioned race track, two skydiving pods, a 20,000 sq. ft. indoor dodge-ball trampoline arena, a rapid river, rock climbing up to 140', zip lining throughout the park, two 14 story competition waterslides by WhiteWater, 20' - 120' free fall jump zones, an interactive 4 story climbing/zipline/ropes challenge course, and snowball fight arena. Other amenities include, a 250 room Hyatt branded hotel with roof top pool and bar, a 2,000 seat amphitheater, swim up bar and grotto, swimming pools, cabanas, day spa, retail facilities, sports training facility, multiple restaurants and sports bars, and the International Action Sports Hall of Fame.

Chief Operating Officer Jim Hunt, formerly with Village Roadshow and Paramount, says, "The ball and stick industry for amateur sports has decreased 25% over the past 10 years, while action sports participation and competition around the world has increased to over 22+ million athletes. Unfortunately, action sports facilities to accommodate training, competition, and individual and team sports, have not kept pace. We intend to change that by offering an alternative to individuals and families who want to experience more than the typical "Ride Oriented" Theme Parks and to those athletes who want to train and compete.



Steve Pollak, a 30 year executive in the Hospitality industry and Senior V.P. of Asset and Development Management for Xero Gravity says, “Over the past year and a half, we have put together a world class development team and meticulously vetted and added the top sports venue companies in their respective industry. We are in due diligence on the property and are having substantive discussions with the Osceola County Development Department regarding an incentive program for potential bonding of the project, which is part and parcel of our overall capital raise.

Says Walshaw, “We picked Osceola County due to its location, friendly development environment, and most importantly, because The Xero Gravity Action Sports & Entertainment Resort will have the most significant economic impact on the local business community of any community we reviewed”.

The Xero Gravity Actions Sports & Entertainment Resort is expected to open in Osceola County early 2018.

Xero Gravity Action Sports, LLC

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