

Dallas Watersports Complex America's Cable Park



Media Release

Tom Fooshee Wakeboarding Academy to be established at the Dallas Watersports Complex

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- New partnership with World Wakeboarding Superstar Tom Fooshee
- DWC will be the only park in the US to feature 4 separate cable systems and accommodate 50 riders at a time, with no boats, fumes or noise
- DWC includes a pro-shop, restaurant and outdoor viewing areas and other future plans that will be announced shortly

The Dallas Watersports Complex is thrilled to announce an unprecedented partnership in the wakeboarding industry. World Wakeboarding champion Tom Fooshee and the DWC have joined together to establish the Tom Fooshee Wakeboarding Academy at the DWC starting in the summer of 2010.

DWC, America's Cable Park will be the most innovative outdoor recreation facility in America and offer affordable and convenient wakeboarding and waterskiing in spring, 2010. The park includes a 30 acre lake located in the heart of Dallas - just minutes from Uptown, the Medical District and Downtown Dallas. The facility will be located within 15 minutes of Love Field and DFW Airport - that will allow wake boarders who live on either coast the ability to visit the park within 2 hours by air.

"Tom Fooshee, a native Texan, is the top wakeboarder in the world. Wakeboarding is the world's fastest growing water sport and Tom's expertise in overseeing our camp programs will allow hundreds of riders every day to learn and enjoy wakeboarding." said co-owner Chad Lacerte.

Tom Fooshee added, "I am very excited to join the team at the DWC. I have competed at cable parks in the US and all over the world and I feel that the DWC will quickly be recognized as the world's pre-eminent wakeboarding venue. The DWC will have everything a wakeboarder could ever want in one venue:

- Two full cable systems, one counterclockwise and one running clockwise.
- Two beginner cable systems that are less intimidating for beginner lessons.
- A terrific atmosphere with a restaurant and viewing areas.

The DWC's combination of location, amenities and great weather in a market the size of Dallas gives them unlimited potential and I am thrilled to join them."

“We are excited to partner with Tom as we open the DWC. He is the world’s most accomplished wake boarder and understands the benefits that a quality wakeboarding facility like the DWC will provide. Under Tom’s tutelage, beginners will find that it is easy to learn as they progress to higher levels and take advantage of the man made obstacles and ramps that will be built specifically for DWC” said Victor Toledo, a co-owner of the park.

With state of the art ramps, jumps and sliders built by world renowned obstacle designer Pat Panakos, the DWC has the potential to be the world’s leading wakeboard venue. “Dallas consistently leads the country in sales of wakeboards and wakeboard boats so the potential is unprecedented in the industry and we are excited to partner with DWC and Tom on this incredible opportunity” said Panakos. “DWC’s location close to downtown and numerous employment centers, its proximity to 2 major airports and 40 minute accessibility to 6.3MM people creates an enormous potential for this venue” said Panakos, who also is a contributing editor to Alliance Wakeboard Magazine.

“We have designed cable parks all over the world and there is no other combination of location, sports oriented demographics and warm weather that Dallas can offer. We are already working to bring a wakeboard world championship caliber event for Summer 2010 in Dallas and we expect the venue to host several major wakeboarding events on a regular basis”, added Matt Hickman, President of the Wake Park Project and a contributing editor of Wakeboard Magazine.



Highland Park



Medical District

Uptown

Victory Park

Dallas CBD

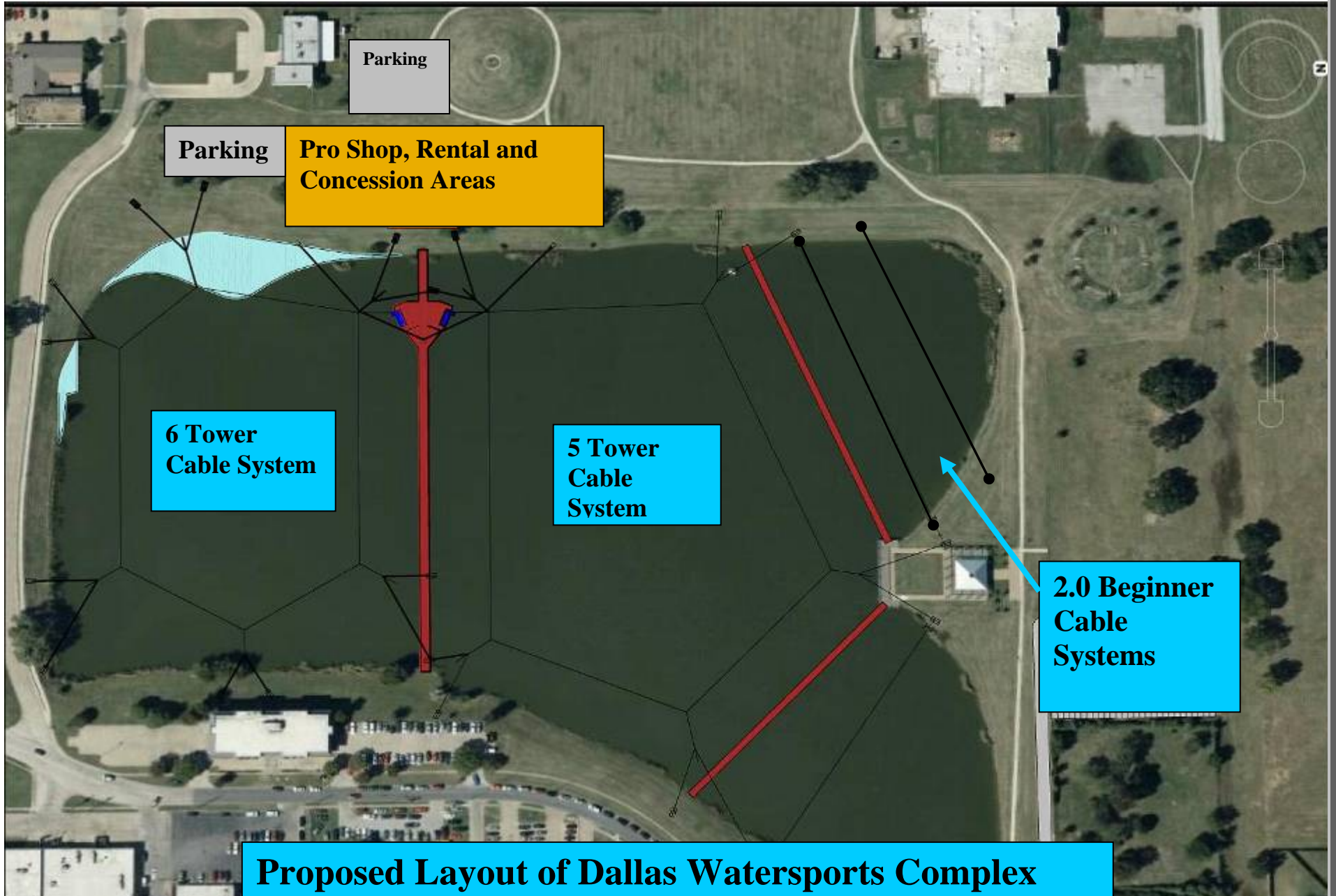
Design District

Margaret Hunt Hill Bridge

2 miles from Medical District and Downtown Dallas

DWC





Parking

Parking

Pro Shop, Rental and Concession Areas

6 Tower Cable System

5 Tower Cable System

2.0 Beginner Cable Systems

Proposed Layout of Dallas Watersports Complex