



MARCH 16-19, 2008
LAS VEGAS
SANDS EXPO & CONVENTION CENTER



For Immediate Release
September 14, 2007

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For All the 'Fright' Reasons, Top Haunt Product Creators Reveal Scare Tactics & Strategies Into Attracting Chilling Market

(Northfield, IL) – In response to the growing popularity of Halloween and themed entertainment, haunt manufacturers share a common goal – to increase demand for products that combine the latest in cutting-edge technology with hyper-realistic effects. Look for the hottest trends in animatronics, prop design and more at TransWorld's 13th National Haunt & Attractions Show scheduled March 16-19, 2008, at the Sands Expo & Convention Center in Las Vegas.

Michael J. Chaille, president of **Ghost Ride Productions, Inc., located in Bellevue, WA**, states that his business focuses on creating products that impress their customers. "Realism and detail is what our niche has become. Our clients are willing to pay for detail and quality," says Chaille. This upcoming season will produce further developments in Ghost Ride Productions' highly detailed butcher shop product line, focusing on realistic animal meat products made from an exclusive skinning foam more durable than conventional latex. As well, there will be new innovations in animated products, relying on subtly moving electronic motors.

Tampa, Fla.-based Oak Island Entertainment is also releasing a number of exciting, new, high impact products for the 2007-8 season. President John Hawkins says, "It's a continual challenge of dreaming up new and better ways to impact guests." Challenging as it may be, Oak Island has been very successful at it, dreaming up ideas like *Claustrophobia*, a haunted attraction device that realistically simulates that panicky, walls-closing-in sensation of claustrophobia. Hawkins also plans to reveal a variety of new products that will remain secret for now.

Behind-the-scenes experimentation continues for **GEP Productions, located in Southington, OH**, as they focus on new walk-through attractions that will change how people experience vertigo. "We're always looking for what's cool in animation and profitable to our business," said Alan Tura, owner of GEP Productions. "Currently, our vortex designers are testing new ideas to change up the vertigo sensation with custom-made props for the most realistic experience."

To keep its customers 'in the dark,' David Fachman, president of **The ScareFactory, based in Columbus, OH**, has decided to hold the company's formal introduction of new products and animatronics until their release at the National Haunt & Attractions Show. "For many of The ScareFactory's West coast customers, this will be their first time attending the show," said Fachman. "That is why we chose to build the anticipation and heighten the initial experience of our new props and attractions."

"The upcoming show, which is moving to exciting Las Vegas, is an ideal venue for retailers and wholesalers to preview what's new in special effects and one-of-a-kind products," said Joe Thaler, chairman and chief executive officer of TransWorld Exhibits, Inc., owners and producers of **the National Haunt & Attractions Show, which runs concurrently with the 24th International Halloween Costume & Party Show** that covers a broad range of products, including partyware, balloons, giftware, costumes, and seasonal décor.

According to Thaler, the National Haunt & Attractions Show features more than 20,000 square feet of vendors and products that showcase what's new in the haunt industry for 10,000 visitors from 47 countries. Special programming includes industry awards and networking events, business-building seminars and new product demonstrations.

For more than 50 years, TransWorld Exhibits has been a leading producer of independent trade shows. The business, which had its roots in the housewares and consumer electronics industry, has over the years, expanded its offerings to include general merchandise, Halloween merchandise, giftware, partyware, seasonal items, jewelry, fashion and accessories. The firm runs trade shows located in Chicago, Las Vegas, and the United Kingdom.

More information is available on www.hauntshow.com and www.hcpshow.com. To attend or exhibit, please call 800-323-5462 or 847-446-8434 for international calls.

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