



The
Orlando Eye
With 4D Cinema Experience

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I-Drive 360, Home of the Orlando Eye, Celebrates Grand Opening of the New \$250 Million Entertainment and Dining Destination

Festivities included World Record Walk of the 400-foot Observation Wheel by “King of the High Wire” Nik Wallenda, Plus – From ABC’s “The Bachelor” – Catherine Lowe’s Golden Birthday Alongside Husband Sean Lowe

Orlando, Fla. – April 29, 2015 – Set to open to the public on May 4, 2015, [I-Drive 360](#) today celebrated its arrival in a big way as Orlando’s newest entertainment and dining destination. “King of the High Wire” Nik Wallenda and Sean and Catherine Lowe of ABC’s “The Bachelor,” alongside Florida Governor Rick Scott and Orange County Mayor Teresa Jacobs were on hand to mark the grand opening and its centerpiece attraction, The Orlando Eye.

The new Orlando Eye was witness to history as Nik Wallenda accomplished a record-setting stunt by walking the greatest distance on top of an observation wheel, when he traversed the rotating 400-foot tall structure without a tether, wire or his signature balancing pole. From the top, Wallenda took in the same breathtaking views as passengers, which include nearby theme parks and attractions, the downtown Orlando skyline, lakes and lush landscapes, and, on a clear day, Cape Canaveral. It is the largest observation wheel on the East Coast of the United States, offering unparalleled 360-degree views of Central Florida within the comfort of 30 air-conditioned passenger capsules.

“While guests of the new Orlando Eye won’t experience Nik’s daredevil stunt, they will enjoy that same sense of calm as they are lifted away in a bubble of serenity above the hustle and bustle of Orlando,” said Orlando Eye General Manager Robin Goodchild.

Wallenda is recognized around the world for his stunning acrobatic stunts and high wire performances including crossing the Grand Canyon, walking over Niagara Falls and crossing two Chicago skyscrapers, the latter of which while blindfolded.

“It truly was an inspiring experience to be on top of the Eye,” said Wallenda. “From the first moment I saw it being built, I knew it was something special and without a doubt would make for one of the most unique walks of my career.”

I-Drive 360 is additionally anchored by two world-class attractions, including SEA LIFE Orlando Aquarium, Madame Tussaud's, along with the unique Skeletons: Animals Unveiled! experience. Accompanying the entertainment experiences, visitors can enjoy a diverse array of dining and nightlife options such as Yard House, Tin Roof, Sugar Factory and more. Sean and Catherine Lowe, stars of ABC's "The Bachelor," experienced the exciting blend of attractions firsthand, as Catherine celebrated her golden birthday – 29 years old on the 29th – at the complex.

"On the heels of a record-breaking year for visitors to Orlando in 2014, I-Drive 360 is poised to become the newest and hottest offering," said I-Drive 360 Director of Marketing & Sales John Stine. "We are thrilled to bring this experience, which is unlike anything else in Orlando, to complement the dynamic destination."

For more information and to book tickets, visit OfficialOrlandoEye.com.

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I-Drive 360 Home of The Orlando Eye

I-Drive 360 is a new \$250 million entertainment complex and home to the iconic Orlando Eye observation wheel. Developed in a partnership that includes Paul Kanavos and Adam Raboy of Flag Luxury Group; Robert F.X. Sillerman of SFX; Brett Torino of The Torino Companies; and Chuck Whittall of Unicorp National Developments, The Orlando Eye is the centerpiece of the complex and at 400 foot is the tallest observation wheel on the east coast of the United States. Located in the heart of Orlando's popular International Drive, I-Drive 360 will feature a mix of attractions, restaurants, clubs and shops. Joining the Orlando Eye is a spectacular SEA LIFE Aquarium and Madame Tussauds wax attraction, all operated by Merlin Entertainments. Skeletons, Animals Unveiled!, will join the attraction lineup with over 400 skeletons of animals from around the world. Popular restaurants include Yard House, Tapa Tora, Naru Restaurant and Sushi Bar, Paramount Fine Foods, Outback Steakhouse, Carrabba's Italian Grill, Shake Shack and Sugar Factory. High energy entertainment will be on tap at Tin Roof and Cowgirls. All the venues are situated around a lush courtyard complete with a \$1.5 million water show set to lively music. Free parking is available in a covered multi-level facility. For more information visit www.i-drive360.com.

The Orlando Eye

Located in the heart of International Drive, the 400-foot Orlando Eye is the tallest observation wheel on the U.S. eastern coast, offering a new way to experience the breathtaking views of Central Florida.

Poised to become a top visitor attraction for the tourism capital of the U.S., the Orlando Eye, part of the I-Drive 360 entertainment and dining complex, will showcase 360-degree views of Central Florida, including nearby theme parks and attractions, downtown Orlando and Kennedy Space Center on Florida's east coast, all within the comfort of 30 air-conditioned glass capsules. Each capsule has room for up to 15 guests to enjoy a serene 20-minute journey above the scenic landscape.

Included in the Orlando Eye journey is access to the pre-flight 4D cinema experience, taking guests on a full 3D aerial journey of Florida, with the added dimension of sensory experiences,

including lighting, wind, spray and scent effects. Visit OfficialOrlandoEye.com for more information.

About Merlin Entertainments

MERLIN ENTERTAINMENTS plc is the leading name in location-based, family entertainment. Europe's number one and the world's second-largest visitor attraction operator, Merlin now operates 106 attractions, 11 hotels/3 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and approximately 26,000 employees (peak season).

Merlin has twenty four attractions and one hotel in North America - including two stunning LEGOLAND Resorts – LEGOLAND Florida with its theme park, Water Park, (new Hotel opening May 15, 2015); and LEGOLAND California with its theme park, Water Park, SEA LIFE Aquarium and themed Hotel; Madame Tussauds celebrity wax attractions in New York City, Washington, D.C., Las Vegas; Hollywood; and San Francisco with Orlando opening in May 2014; LEGOLAND Discovery Centers in Chicago; Dallas/Fort Worth; Kansas City, Missouri; Atlanta, Georgia; Boston; Westchester, New York; Toronto, Canada; a Dungeon in San Francisco; and SEA LIFE Aquariums in Phoenix, Arizona; Kansas City, Missouri; Michigan; Dallas/Fort Worth; the Mall of America in Minneapolis, Charlotte – Concord and Michigan with Orlando opening in May 2015 - underlining the company's position as the world's biggest global aquarium operator. Visit www.merlinentertainments.biz for more information.