



Wannado City™, America's First Indoor Role-Playing Theme Park For Kids, Set To Open During July 2004

U.S. Debut Will Be at Sawgrass Mills, Florida's Largest Mall

FORT LAUDERDALE, FL (May 3, 2004) -- What do you "wannado" when you grow up -- get your first driver's license and rent a car, find an ancient artifact at an archaeological dig, play a starring role in your very own movie? It's these choices and more that will inspire and spark the imaginations of kids, aged 3 to 13, when they visit Wannado City™, America's first indoor role-playing theme park for kids, an innovative new venue that offers entertaining and educational lessons in real-world responsibility.

The interactive concept in kids' entertainment that encourages role-playing in a realistic and imaginative setting, is set to make its July 2004 debut at South Florida's Sawgrass Mills, one of the nation's leading retail and entertainment centers that welcomes as many as 26 million domestic and international visitors, annually. The second Wannado City™ will open at The Mills Corporation's new Meadowlands Xanadu complex in the New York tri-state area, and plans are underway for future venues in the top 10 U.S. markets.

From Police Officer to News Anchor

A complete city created from the point of view of its *kidizens*, the 140,000+ square-foot Wannado City™ -- the size of three football fields -- will feature 60 different venues with over 250 careers for kids to *real-play*. Upon arrival at the city, kids will find a fire and police station, hospital, circus, theater, auto track, restaurant, news center, and even a neighborhood improvement project, among others - all designed to inspire them to live out their dreams from learning to be a firefighter to piloting an aircraft to working at a television studio. Each site has a coach to teach basic skills and games. The indoor park will also include a gift shop, private party rooms and a variety of restaurants.

Learning Lessons in Fiscal and Financial Responsibility

Wongas™ are the official currency at Wannado City™ and the Wannado City™ bank keeps track of all the wongas™ earned, spent and saved. Each child has a savings account set-up in their name and each career carries a "paycheck." Kids must then decide what to do with their wongas™ - spend them on food and clothing or at the local dance club. Once a child runs out of wongas™, he/she selects a new career to earn some more.

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Generation W™

As envisioned by Wannado Entertainment Chief Creative Officer Luis Javier Laresgoiti, Wannado City™ is designed to showcase the opportunities for the future to kids, today. "The idea for this concept was born as I watched how much my daughter loved playing with my office equipment. Toy phones and faxes didn't do the job, she loved to play with the real ones. Wannado City™ offers kids a place where they can let their imaginations take flight and play out their dreams in a reality-based city created just for them," he said. Laresgoiti, the former founder of a toy importing and distribution company, successfully launched the children's role-play park concept in Mexico City in 1999. Building on his success, he is looking forward to introducing the concept to a new multi-cultural generation.

"*Real-play* empowers kids to become decision-makers and learn responsibility," explained Jane Cooper, Wannado Entertainment President and CEO. "The Sawgrass Mills location is just the first step in the U.S. roll-out of this new concept in kids' entertainment. Within the next several years, we plan to open Wannado City attractions in the top 10 national markets."

Wannado City is being launched by Wannado Entertainment, an entertainment company whose vision is to empower kids through the creation of reality-based, interactive properties that entertain and educate. Based in Fort Lauderdale, Florida, the company is a subsidiary of multinational entertainment corporation CIE (Corporación Interamericana de Entretenimiento, S.A. de C.V.).

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