



There's only one way down...Just Zip It!

What is a Zipline / Canopy Tour?

While a tour may be a fun ride, it may also be much more. It is an outdoor learning adventure with opportunities for participants to expand their horizons and learn something about themselves and the unique setting in which the tour is located. In short, a tour is an artificially constructed adventure, designed to challenge individuals and groups to explore and try something new. Tours are constructed from natural trees, utility poles, steel columns, wire rope, wood, and/or rope. Many tours provide a blend of adventure exercise along with environmental education. This dovetailed approach provides for a tour environment that promotes the safe and ethical use of the wilderness, while enriching the lives of the participants with a sense of adventure and accomplishment.

Areas with rich culture, extreme topography, and wilderness settings tend to make to ideal tours. EBL designs a tour for the most positive and memorable experiences for the zipline patrons. Zipline Tours' provide the means for adventure-based activities which provide life-long memories and an increased awareness of ecology and conservation. At EBL, we focus on custom, handcrafted installations that build positive memories, rather than one-off amusement rides.

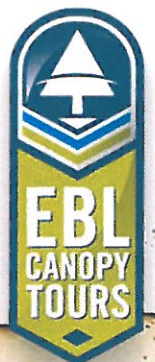
Aesthetics and Ecological Impact:

When a zip line / canopy tour is constructed, every effort is made to minimize the foot print of the construction site. This is accomplished by the use of outlined trails, the addition of ground mulch or other coverings to minimize environmental impact such as ground compaction or erosion, and to be sensitive to wildlife and habitat.

Licensed Arborist and/or Forester approved practices are employed when the use of native trees are incorporated into installation designs. For an educated eye, our methods of cable attachments to trees are actually less invasive than wood blocks or through bolting. Where possible, installation utilizes utility poles or manufactured steel poles to help insure a long tour life cycle and greater return of investment. With the new technologies of fabrication available in the market place today, realistic artificial looking trees are also possible.

Theme and Construction:

Special attention to detail will be given to tours to accent the natural beauty, rain forest, desert, and other rich cultural items of the tour location. Courses will be installed in structurally solid trees and/or rated utility poles, metal poles, or towers and wire rope with minimal breaking strengths of 26,600 pounds. All tours are installed to meet the designed loads set forth by our licensed and insured Professional / Structural Engineer(s).





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The course may also provide cosmetic features such as rope lashings, nautical items, native artifacts, and other location specific items. This direct link may further be supported by educational seminars and out take conversations which will educate participants on local history, resources, and current environmental conservation practices. EBL tries not to provide a simple "one off ride", we provide enriching experiences that immerse the participants into the experience. "The course doesn't make the program; the program makes the course!" It is important to seek harmony and balance between the two objectives; both function and form.

More About Us:

EBL is an Illinois Corporation that delivers zip line / canopy tour ecology adventure installations, consultation, training, and maintenance worldwide. In 1996, EBL began business services as a nationally recognized company for corporate team building seminars and ropes challenge / aerial adventure course installation services. In 2002, EBL was the first contractor to focus and install commercial zip line / canopy tours as a concentrated service in the USA. In fact, EBL has paved the way for this blossoming industry by being the first to install permitted tours in Hawaii, Alaska, California, Idaho, Wisconsin, Massachusetts, Florida, North Carolina, South Carolina, Iowa, Illinois, and many other firsts in engineering, construction practices, and insurance programs. EBL has become the clear, emergent leader in the installation, training, and operation of tours, with more installed locations than all other commercial contractors. As a side note, many of the installers or consulting companies on the market today, got their start from EBL as the source for construction techniques, design, or training curriculums.

EBL is well versed in multiple environments of construction from the rain forest in Hawaii and Alaska, to the higher elevations in the mountains of Idaho or the rolling foothills to the Smokey Mountains in North Carolina. Further, EBL is proud to have successfully achieved an Accredited Vendor status with the ANSI Accredited Standards Developer, Professional Ropes Course Association (PRCA), specifically for canopy / zip line tours. EBL was the first vendor in the U.S. to have received this distinction.

The principals of EBL have been in the adventure travel industry since 1984 and retain expert knowledge in marketing & sales, professional engineering, tour operations, and financial management. This diverse experience aids in construction, business management, safety equipment operation, engineering, installations, and daily operations to name a few. Many EBL installed or operated tours have gone on to receive prestigious awards.





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The EBL safety track record is another area we excel. We calculate (rough annual visitors on EBL installed or operated tours, times years of operation, times average number of zips) that there have been roughly 4 million successful zip experiences, and counting!

We believe that when it comes to zip line / canopy tours, no other company is able to provide the breadth, depth, and working experience as EBL. In addition to our installation services, EBL also owns and supports its own tours in Donnelly Idaho, Lake Tahoe California, Boone North Carolina, Kissimmee Florida, Chicago Illinois, and Yosemite California. This first hand working knowledge of tour operations, in conjunction with our extensive installations background, proper wet stamped engineer drawings, and safety record, are all critical attributes offered by EBL.

EBL Credentials:

EBL has also achieved numerous state level credentials such as State of Idaho Designated Agent / Licensed Guides for Canopy / Zipline Tours, Commonwealth of Massachusetts Amusement Device Inspector #AI 137912, and expert witness in numerous zipline related lawsuits steaming from home built or privately operated tours.

EBL tours rank as some of the best by USA Today! and are located in Donnelly Idaho, Lake Tahoe California, Kissimmee Florida, Charlemont Massachusetts, Boone North Carolina, Wisconsin Dells Wisconsin, Hilo Hawaii, and expanding locations. We have also provided consultation for others tour locations such as Colorado, Texas, Washington, Oregon, New Brunswick / Newfoundland / British Columbia Canada. We even made it over to South Korea to help a now leading supplier of Zipline Tours get their start there!

EBL is an Accredited Vendor Member of the Professional Ropes Course Association (PRCA) that has documented installation and operational standards specific to the zip line canopy tour industry and ropes challenge courses. These standards are more stringent than those of other similar industry associations. These standards are now the ANSI / PRCA American National Standard, making the standards more recognized by regulatory agencies.

EBL projects are properly engineered and wet stamped by a licensed and insured Professional Engineer & Structural Engineer(s), by each state in which EBL tours are installed. This insures compliance to all local and International Building Codes (IBC 2003) for permit requirements and state inspections.





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How to Get Started:

We desire to leverage our experience, engineered designs, firsthand experience operating our own courses, participant volume models, business plans, and other aspects of a turn-key program, to work for your tour. EBL accomplishes this by working closely with our hosting locations. ***This methodology allows for the course to avoid “going it alone” during the development, design, installation, and start-up operations; the most critical time when businesses succeed or fail.***

By learning as much as we can about our host location needs, vision, and tour desired outcomes, we enhance the overall experience of the end user while being engaged on an EBL operated tour.

We believe no other company can match our breadth of experience, the range of our talents, and the development vision of EBL in the zip line / canopy tour industry. EBL pioneered canopy zip line tours in the United States. ***A thread that runs through all of our projects is to create a unique sense of “completeness” for tour operations.***

At EBL we don't build and move on; ***we build, consult, and operate for the long haul.*** We do this by proper planning and devoting our services to qualified locations. We are part of the fabric of these tours and can help insure long term and safer operations. Our ongoing knowledge and connection with the industry standards and state of the art operation procedures, makes this a perfect blend between EBL and our hosted locations.

Our integrated team members come from the following disciplines:

- Adventure Design and Education
- Engineering and Installation
- Employee Training and Development
- Maintenance and Repairs
- Consultation & Marketing

We continue to be on the leading edge of our industry by currently focusing our efforts on sustainable tours, ecology based operations, magnetic braking systems, counter weighted designs, and free standing structures to preserve landscapes and habitat.

Becoming a hosted location with EBL, allows us to aid you past many of the pitfalls of a start-up tour on your own, as well as minimizing capital outlay, operational knowledge, and the professional networks to realize operations as quickly as possible. Our expert developers walk the grounds with you, developing a custom design to maximize tour operation, topographic features, and a participant volume model that allows for multiple





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tours in a day and increased participants. This all relates to a fabulous experience for your guests.

The information contained within this document is for your review and to serve as a resource during your selection and alignment with a tour operator / provider. EBL is pleased that you have contacted us to aid you in realizing your project goals.

Operations Approach:

Retain EBL as the tour installer and operator

When EBL is retained to become the onsite tour operator and oversee day-to-day operations, typical lease fees back to the land owner are negotiable based on land owner support, marketing, and other facilities assistance. Expected revenues, volume base, and impact variables are examined and typical lease fees range from between 2-7% of gross sales receipts. EBL is selective with who we lease property and the ongoing relationship and business support is very important; our success becomes the land owners success. Percentages shall be aligned with other EBL properties, measured against support service offerings such as office space, marketing, available utilities, parking, infrastructure development, and /or other additional services.

Installation and ongoing maintenance, inspection, and training become the responsibility of EBL. Further, the land owner becomes listed on the EBL Commercial General Liability insurance policy as an "additional insured."

EBL also has the knowledge for education and training of tour staff. As the front line ambassadors of your property, guides need to be highly trained, professional, personable, and have an eye for detail. Our training curriculums and refresher training programs are second to none. We understand the principle of "doing things right" and your guest will experience the results of proper training and tour operation.

Advantages of Retaining EBL:

- EBL takes on the business risk
- EBL is the original and pioneer installer of courses in the United States
- 1st. Accredited Vendor for canopy / zip line tour installations
- EBL installs and operates its own tours in the United States
- More installed tours than other US commercial companies



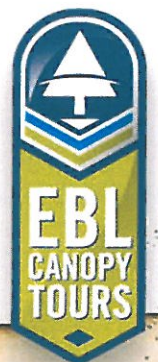


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- EBL tours have received major media exposure via Teton Gravity, USA Today, NY Times, LA Times, Bloomberg TV, Trip Advisor, etc.
- Creators of the "Zero Elevation Tour ©"
- Installation of ground based and tree top based canopy tours
- Direct point of purchase: EBL does not resell other company's designs
- Destructive testing of our own equipment for quality control
- Safety equipment meets or exceeds NFPA/ ANSI / PRCA commercial ratings
- "Wet Stamped" engineer approved designs and calculations
- Created the standards adopted by the PRCA for zip line tours
- Provides rigorous inspection schedules and course specific training
- No hand braking required (helps prevent injury)
- Over 28 years experience

Additional Benefits:

1. The industry changes quickly regarding accepted practices. We become responsible for staying abreast of industry trends and standards.
2. In a matter of months, EBL will be up and operational with our years of experience at work for your locations benefit; product testing, break testing, engineering, in-field experience, operational safe practices, are all benefits from which you will prosper long term.
3. After your project installation, ***EBL is still here to operate the tour!***
4. EBL operations addresses our concern of being leery of anyone who only focuses on money and might not focus on the long term safety & proper maintenance of each site we build
5. EBL has helped to create this industry and we do not desire to build out sites that might be operating with different guidelines, training, or maintenance, which may cause problems that might damage our corporate name and the industry we have helped to create.
6. One accident or lawsuit could be detrimental to the business. By working with EBL, we take on that burden of responsibility.





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Tour Longevity:

It should be expected that with proper care, construction materials, harnesses, pulleys, lanyards, and helmets may last for some time (1-5 years). Course structures may last upwards of 30-40 years. Depending on tour design and participant flow, cables may last for variable amounts of time as well. After the first full year of operation, a more accurate depreciation schedule may be drafted. These timeframes will allow for a quick return on investment. However, zip tours are not maintenance free and will require ongoing inspection to address normal operations and wear and tear issues.

EBL has collected data from tours and researches the effects of use, wear, and tear. It is critical to keep a triangle of communication between the client, the contractor, and the equipment manufacture. This "triangle" of service will be important to help ensure proper course operations and equipment use.

All wire rope, platform, and anchor systems are professionally engineered and double checked by a second licensed engineer to meet the specific requirements of cable systems, life line applications, and fall protection systems. The American National Standards Institute (ANSI), Occupational Safety and Health Administration (OSHA), National Fire Protection Association (NFPA), and the Professional Ropes Course Association (PRCA) applicable standards are closely addressed and implemented into EBL tour designs.

Insurance:

Experience Based Learning, Inc. carries a Commercial General Liability policy w/ Products Completed Operations in the limits of \$1 Million / \$2 Million Aggregate, Personal and Advertising Injury to \$1 Million, Each Occurrence \$1 Million. The policy is underwritten by an A+ rate company and extends coverage for the United States and Canada.

Community:

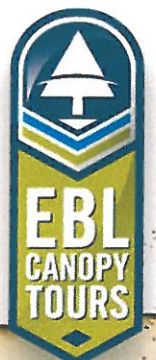
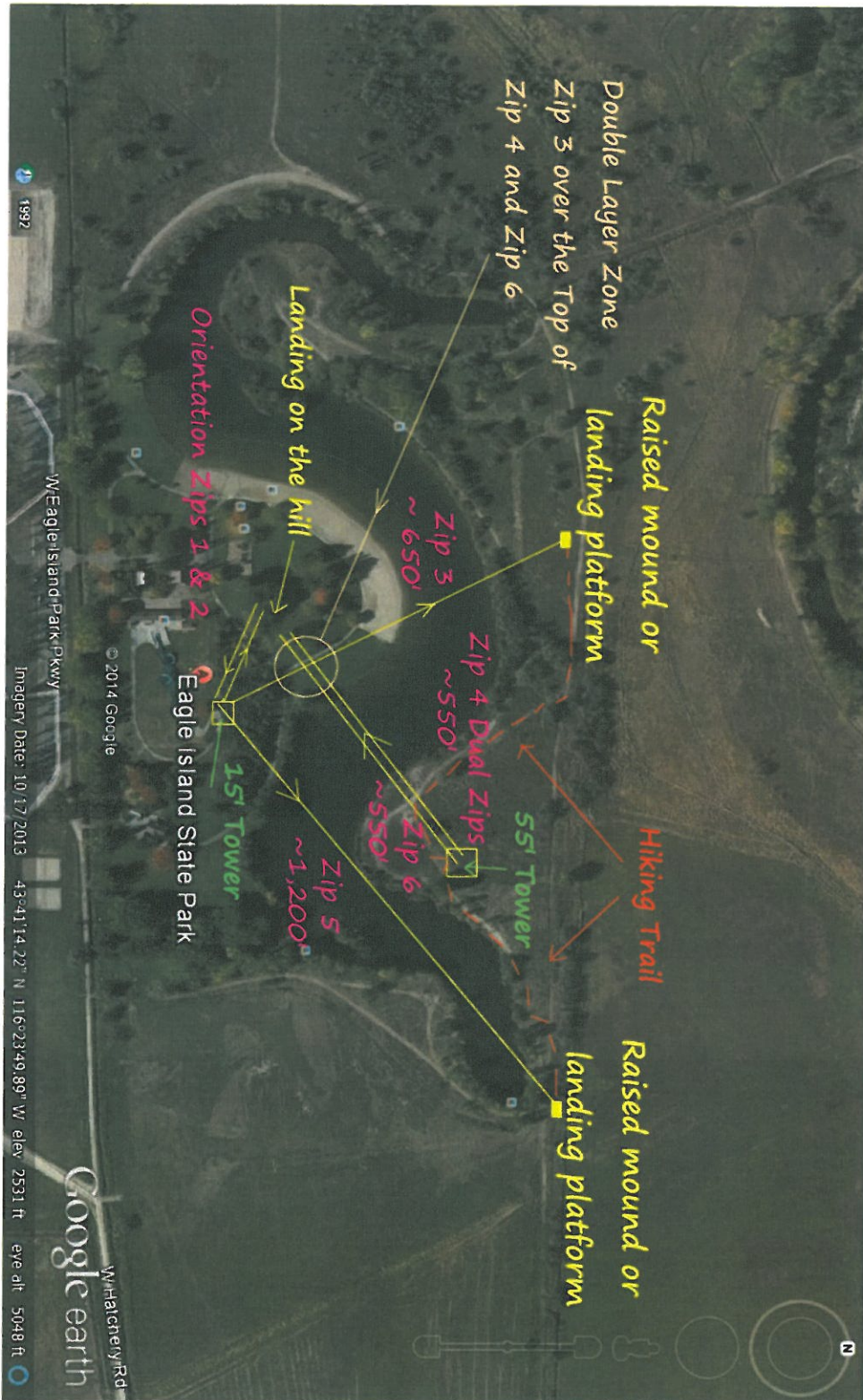
Community and educational enrichment is an intangible component of a business plan. Too often focus is placed on the bottom line, and little is placed on giving back to the community. EBL desires to operate all tours in an ethical fashion that affords us time and resources for community enrichment programs. These may include, but are no means limited to educational tours for school groups, environmental planting days of native species, or other forms of community out-reach services. When we operate a tour, we acknowledge that the local economy and natural resources are allowing us to benefit and giving back a return is good business.





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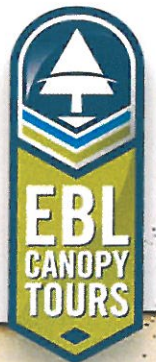
Eagle Island State Park Proposed Design:





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Sample Zipline Tower with Stair System Aesthetics

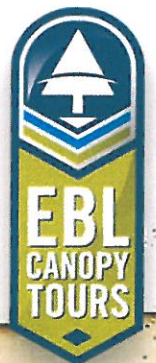




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Conclusion:

In closing, we look forward to partnering with you on your project. When it comes to zip line tours, we believe EBL is the only US based vendor properly positioned to assist you with your project. Our diverse expertise of installations and operational experience, we are confident that no other vendor is equipped to deliver a better product or services than EBL. We look forward to working with you in the near future.





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Zip Eagle Island !

Talking Points

Operations:

Summer - We expect to see roughly 50 -200 guests each day during peak season. Therefore, hours of operation shall be from 9AM -9PM based on reservations.

Winter - We will offer tours on weekends and during holiday periods, based on reservations and demand. Weekday tours will be at a minimum or non-existent during this time of year. These tours shall be weather dependent and may result in closure of the tour from time to time.

Shoulder Seasons - We will offer tours as demand dictates. Similar operational procedures shall be followed as in Summer Operations. These seasons will carry “themed” tours for special holidays, such as Halloween, Thanksgiving, Christmas, Easter, President’s day, etc. Themed tours may also be as simple as a seasonal theme such as Spring zips with trash pick-up days for free zipping, tree plantings, etc. or Fall zips with pumpkin drops, food drive for discount zipping, etc.

Night Tours - When selected evenings are chosen to deliver night tours, NO SPOTLIGHTS will be used. The very purpose of night tours is to be quiet and see the forest and native wildlife in their nocturnal habitat. Night tours are usually small groups of 6-10 persons and travel with small hand held lanterns and/or non-toxic, reusable glow sticks.

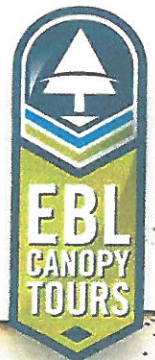
Accessibility / Special Populations – With minor adjustments, EBL tours are ADA accessible for persons with minor to moderate limitations. Via our Zip Orlando and Zip Yosemite locations, we have successfully zipped persons from referrals of the Make-A-Wish Foundation with Cerebral palsy, single / double amputees, sight and/or hearing impairments, and wheelchair bound individuals..

Visual Impact

We believe there will be no visual impact from any county roads or neighboring properties. The zip lines are very difficult to see and the take offs and landings blend into the surrounding forest and are virtually invisible unless someone points them out “as scene in photographs.”

Pollution: Noise / Light

Noise pollution would be minimal with the nearest residential neighbors being roughly 3,500 feet away, yet any noise created by Zip Eagle Island will be far less than current noise levels generated on nearby streets entering and exiting the park.





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Marketing

EBL shall create a professional website and rack card design that enhances the public image of the company. Further, the "style" of our website will carry a brand theme from location to location, yet allowing for creativity and regional design features. As you can see, other EBL owned locations have active websites, all crossing promoting the EBL brand and theme.

Construction

Installation of the tour will be done with an eye toward low impact and minimal impact to the surrounding area during construction. The use of current road systems, hiking trails, and atv trails will be utilized to transport tools and supplies. Areas that are not supported by such access point will have materials carried in and construction done with hand tools.

At this time, we anticipate using limited heavy equipment, to include all terrain man lift, boom truck for pole setting, and tracked skid steer for auguring ground anchor holes. Any unused materials along with scrapes will be removed from the site. We may have to remove tree limbs and or some trees but in most cases will attempt to run lines through existing gaps and the natural terrain. We expect construction on phase 1 to take 3-5 weeks.

Experience

The tour shall be installed, owned, and operated by parent company, Experience Based Learning, Inc. (EBL). EBL has been part of some 55 installation projects since 1996 and was first to install tours in Illinois, Hawaii, Alaska, Idaho, Wisconsin, Florida, South Carolina, North Carolina, Iowa, and Massachusetts. In total, EBL has one of the most successful track records of design, consultation, inspection, training and/or installation of canopy / zip line tours since 1996. EBL has also consulted with roughly 50 other locations to include the United States, Canada, and South Korea. This level of experience makes EBL the **premier installer** of canopy tours in the United States. Further, EBL also owns and operates its own tours at:

- Tamarack Idaho /dba/ "Zip Tamarack"
- Orlando Florida, /dba/ "Zip Orlando"
- Marseilles, Illinois, /dba/ "Zip Chicago"
- Kirkwood California, /dba/ "Zip Tahoe"
- Oakhurst, California, /dba/ "Zip Yosemite"
- Boone, North Carolina, /dba/ "Screaming Ziplines"
- Rockford, Illinois, /dba/ "Zip Rockford"

These locations make EBL the **premier operator** of tours as well. To round out the field, EBL was the first to offer business license opportunities to new start up business and has had nine (9) locations in this program, since 2005. Four (4) locations are currently active in this program:

