



NEWS RELEASE

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New Idlewild Park Web Site Designed for Moms, Families and Kids of All Ages

Award winning theme park revamps Web site as it prepares for its 130th season of summer fun

LIGONIER, PA – February 9, 2007 — Once again by blending the best of the old and new, award winning [Idlewild Park \(www.idlewild.com\)](http://www.idlewild.com) announced today that it has redesigned its Web site to improve its communications and relationships with amusement park enthusiasts - especially busy moms – for its 130th season.

“Over the past few years, Idlewild & SoakZone has undergone dramatic changes with several new attractions and enhancements, and an improved Web site was needed to help us improve our communications and relationships with Idlewild moms, families and kids of all ages,” said Brandon Leonatti, General Manager. “Everything we do is done in the best interests of moms and their families and that is why it has taken nearly a year to redesign Idlewild.com due to our expansive list of summer entertainment offerings, which in the past has made it hard to navigate and clearly communicate our unique story and the fun, exciting things that Idlewild Park offers them.”

The newly redesigned, animated and interactive home page of Idlewild.com (<http://www.idlewild.com>) is the centerpiece of the new Web site and will allow guests – especially busy moms - to easily navigate to the information they need regarding planning a family visit and buying tickets online; special summer fun events; corporate, group and community picnics; detailed information on the Park’s seven themed areas and the latest park news.

About Idlewild & SoakZone

Founded in 1878 as a simple picnic ground along the Ligonier Valley Rail Road, Idlewild & SoakZone (www.idlewild.com) is the oldest amusement park in Pennsylvania, third-oldest in America and is rated the second best kid’s park in the world by *Amusement Today* magazine (www.amusementtoday.com) and fourth best park for families in the world by the National Amusement Park Historical Association (www.napha.org). Family owned and operated by Kennywood Entertainment (www.kennywood.com), the largest provider of summer fun in western Pennsylvania, Idlewild features seven fun themed areas such as SoakZone Waterpark, Story Book Forest and Mister Rogers’ Neighborhood of Make-Believe. Seasonal operations run from May 24 to Labor Day and “Hallowboo,” a Halloween-themed event, takes place in October. For more information, call 724.238.3666 or visit www.idlewild.com.