

### **Prime Play Customer Quote:**

"For us Prime Play was the only company offering the sort of next generation interactive play equipment that we were looking for. The play equipment itself has made the maximum use of the space available and the incredible attention to detail in the theming has caught the imagination of all those kids who have visited us. This customer wow factor has increased our overall Park numbers by a massive 24% and I have no hesitation in adding a further Prime Play phase for next season. This puts all other play equipment that we have seen in the Dark ages"

Russell Lucas-Rowe – Alice in Wonderland