



**INSPIREWA PTY LTD FORMS KEY ALLIANCE WITH RGH THEMED ENTERTAINMENT
TO PROVIDE MASTER PLANNING AND CONCEPT DESIGN EXPERTISE
FOR WESTERN AUSTRALIAN INTEGRATED RESORT**

Perth, Western Australia, 6 December 2011. Newly formed InspireWA continues to lead the development of a multi-billion dollar integrated themed resort for Perth, Australia, with the appointment of Los Angeles-based RGH Themed Entertainment as master planner and concept designer for the project.

Responding to the State Government's recent emphasis on the urgent need for hotel development, InspireWA is moving forward with its plan to develop and construct a world class holiday resort in collaboration with RGH Themed Entertainment, a division of Rubicon Group Holding (RGH).

RGH, a diversified entertainment company devoted to the creation of incomparable entertainment experiences, brings to Perth the master planning reputation and concept design expertise required for a themed resort of this magnitude.

In May 2011, RGH was selected to lead the design and development of The Red Sea Astrarium (TRSA), a 184-acre themed entertainment resort located in Aqaba, Jordan. TRSA is host to four world-class hotels, an expansive retail, dining and entertainment district, and an impressive array of attractions, which, through a license from CBS Consumer Products, will prominently feature an amazing attraction inspired by the 2009 international hit motion picture, Star Trek.

RGH will be visiting Perth in late February to inspect the short-listed precinct locations and continue initial design phases with the team. This visit will also coincide with that of a major international hotelier group who are looking to secure rights within the project.

InspireWA has also formally engaged Jurgen Baumhoff, member of the Global Hoteliers Club and World Travel & Tourism Council, as Project Ambassador. Mr. Baumhoff possesses over 35 years of experience designing, developing and operating major leading hotel brands across four continents, bringing a high level of international hospitality expertise to the project.

In August 2011 InspireWA received a formal letter of support from ToursimWA acknowledging that "the realisation of this project would be a major asset to the economy and community of Western Australia."

Vast interest continues to be received from leading WA and Australian tourism, entertainment, and attraction entities. In late February 2012, InspireWA will host a combined investor and select industry information evening where further information on the project's concept and status will be disclosed. Special guests at this information evening will include representatives from RGH and aforementioned hotelier group.

Commencement of the project's Feasibility Study is expected in mid-2012. Mr. Stephen Inouye, Technical Director of InspireWA said, "The aim of the Project Feasibility Study is to objectively define and assess the opportunities and threats associated with the development of an integrated themed resort of this magnitude in Western Australia. All factors including impacts on the market environment and economy, assessment of the regulatory climate and environmental impacts, capital requirements and strategies, etc. shall be considered." For InspireWA, Mr. Inouye stated, "The Feasibility Study shall serve as the central mechanism to support the project team's decision-making process. This study forms the basis for the cost-benefit analysis on project viability."

Initial assessment of the greater Perth metropolitan area has revealed four potential regions suitable for the integrated resort; however, the final location will not be announced until the completion of all final feasibility studies.

InspireWA will shortly be commencing its social media campaign.

Further information:

About Rubicon Holding Group

Rubicon Group Holding (RGH) is a diversified entertainment company devoted to the creation of incomparable entertainment experiences and interactive educational content across all media channels.

RGH has a team of over 300 employees in four locations: Amman (Jordan), Los Angeles (United States), Manila (Philippines) and Dubai (United Arab Emirates). Together, RGH's world class team collaborates to provide a unique perspective into the realization of compelling digital content and immersive entertainment.

Combining award winning creative and cutting-edge technology, RGH has an established reputation for innovation in four distinct business segments: Productions, Themed Entertainment, Games and Education.

www.rubiconholding.com | www.rghentertainment.com | www.rghgames.com | www.rghthemedentertainment.com | www.rgheducation.com

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