

22 November 2001

XSCAPE LAUNCHES THE ULTIMATE DESTINATION 7 DAYS A WEEK, 364 DAYS A YEAR

Dying to ski, board, or climb but don't have the time or cash to make a trip to the Alps? Want the ultimate Christmas or winter experience where you can combine sports, entertainment and shopping? **Xscape is your answer.**

Xscape, the Ultimate Sports, Entertainment and Shopping Destination, has opened its first venue in Milton Keynes. Xscape, Milton Keynes, is just 35 minutes by train or an hour by car from central London and is the flagship for the Xscape brand.

Within one state of the art, spectacular building, you will discover the ultimate sport concept: Europe's largest indoor real snow slope, and the UK's most popular indoor climbing wall. As a great Entertainment Destination, you will also find, a 24-lane "glow" bowling alley, a 16-screen multiplex cinema, 18 of the hottest bars, cafés and restaurants and a unique retail offer with the coolest sports and urban lifestyle fashion brands.

In September, entrepreneur and leisure brand guru PY Gerbeau was appointed CEO. The combination of his vision and expertise in the leisure and entertainment industry is sure to make Xscape the **Destination of the Future**. Today, PY unveiled his plans for the brand and officially "switched on" the Christmas entertainment at Xscape, Milton Keynes.

Xscape was awarded the 'Best Major Leisure Scheme' and 'Best Innovative Concept' at the Leisure Property 2001 Awards, beating strong competition such as Eden Project, Star City, The Printworks and Gun Wharf Quays.

By 2004, 20 million people will have visited Xscape in Milton Keynes.

Xscape, Milton Keynes, is also planning to add an ice climbing wall, an air park aerial assault course, new skate park, an off-road experience with Land Rover, and Britain's largest climbing wall

PY comments that "Xscape is the most fantastic concept, 1,500 tonnes of real snow ensures all year round fun for skiers, boarders and bladers from the absolute beginner to the champion. With all the other exciting entertainment, shops and bars it is hardly surprising that at Milton Keynes we have received over 4 million visitors in our first year. With additional offers, attractions and events planned through out the calendar Xscape guarantees to be an unforgettable experience."

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Xscape – the international expansion plan

To capitalise on its success in Milton Keynes, Xscape has a fast and ambitious international development plan, with more and different exciting and unique attractions. The immediate expansion programme includes two new Xscape destinations in the UK and the fourth in the Ruhr in Germany. Additional UK and international sites are in the pipeline.

To find out more about Xscape or the ski slope call 01908 680813 or check out the websites at www.xscape.co.uk and www.snozonemk.co.uk

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NOTES TO EDITORS:

The slope is open 364 days a year, Monday to Sunday 9am-11pm (10PM April-September), including Bank Holidays, except Christmas Day. Costs for recreational slope use are:

Peak Hours

(Monday to Friday: 7pm-close; Weekends and Bank Holidays: 9am-close)

Adults	(16yrs+):	£20 per hour
Junior	(3-15yrs):	£14 per hour
Family	(2 Adults, 2 juniors):	£55 per hour

Off-Peak Hours

(Monday to Friday: 9am-6pm)

Adults	(16yrs+):	£15 per hour
Junior	(3-15yrs):	£10 per hour
Family	(2 Adults, 2 juniors):	£45 per hour

Group discounts are available for groups of 10 and over. Pre-booking for groups is necessary. Prices include hire of skis, snowboards, toboggans, ski and snowboard boots, poles and protective headwear. Warm, waterproof clothing is also available to hire from the Sno Clobber Rental shop within Snozone at £4 per person for a jacket and/or salopettes. Gloves are not provided. For toboggan sessions customers are advised to wear warm, preferably waterproof winter clothing and footwear, it is also essential to bring gloves for this activity.

Bookings can be made in person or by telephone. Advance booking for recreational use is not compulsory, but advisable during peak times (Monday to Friday: 7pm-close; Weekends and Bank Holidays: 9am-close).

For further information, please contact Xscape on 01908 200020 or check out the website at www.xscape.co.uk