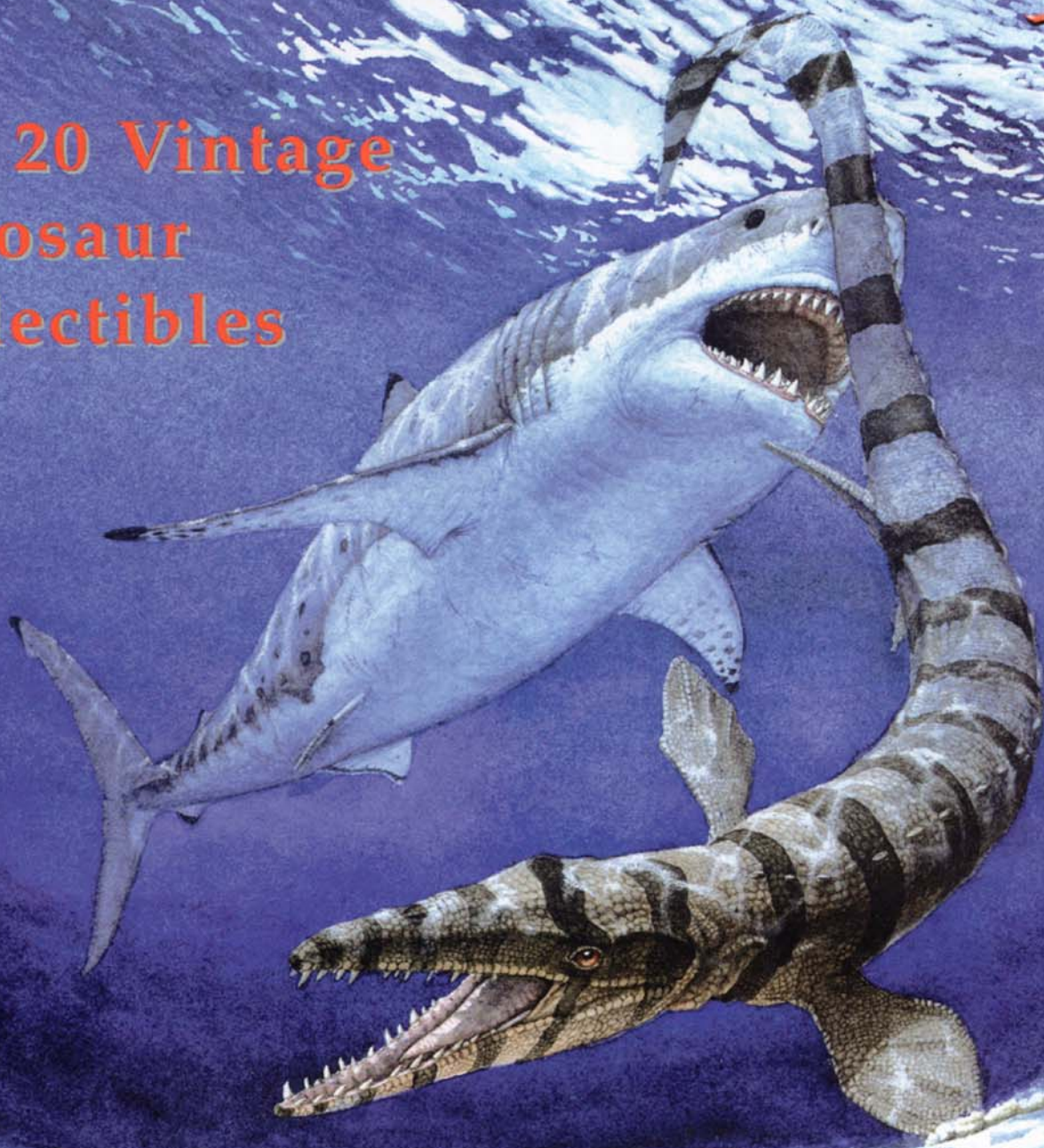


PREHISTORIC TIMES

#77 Apr/May 2006

Top 20 Vintage
Dinosaur
Collectibles



SRG History
The Latest Paleonews
Building a T. rex

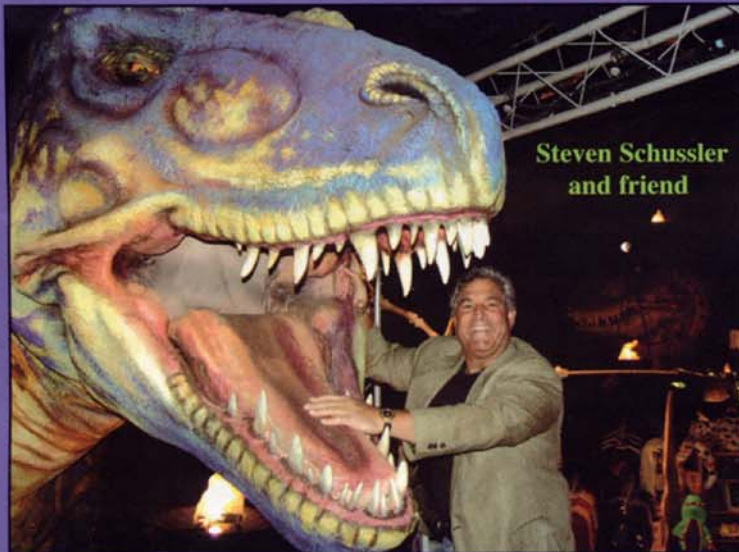
U.S. \$5.95 • Canada \$6.95



Julius Costanzi

T-REX

An interview with the creator- Steven Schussler



Steven Schussler and friend

- Trixie (Triceratops)
- Cosmo (Stegosaurus)
- Tabitha (Pteranodon)
- Sly (Pachycephalosaurus)
- Sebastian (Ankylosaurus)
- Rocky (Apatosaurus)
- Heartford (Apatosaurus)

All T-Rex's will have educational field trips that will take place between 8 a.m. and 11 a.m. We expect to have over 300 children per day where they will be greeted by paleontologists or student paleontologists from the local schools and colleges. They will leave by 11:15 a.m. after being entertained, served a fantastic meal, and having found fossils that are from 65 to 300 million years old.

We will have guest authors and book publishers on a monthly basis and each store will have fossils from that city/state displayed proudly.

Please describe retail at T-Rex:

We will sell merchandise reflecting how water, fire and ice formed our planet. Prehistoric times are represented by dinosaurs in every category of gift and souvenir merchandise. Treasure of the earth will be discovered and taken home from an actual dig site, mine, sluice and other real paleontological experiences.

Why did you choose Kansas City for your first T-Rex?

The decision was a no-brainer to make Kansas City the birthplace for T-Rex! There are many reasons but just to list a few: The Legends development at Village West is anticipated to be the largest single tourism draw in the state of Kansas; expecting to draw 12 to 15 million visitors a year. Additionally, this area is a hotbed of paleontological history creating the perfect location to marry the whimsicality and reality of the dinosaur era, and this is where Walt Disney got his start, certainly he was on to something! He then went on to create Disneyland in California.

The Legends where T-Rex is an anchor is adjacent to the NASCAR Speedway, Community America Ballpark home of the Kansas City T-Bones baseball team, Cabella's, White Wolf Lodge (a major indoor waterpark hotel) and Nebraska Furniture Mart (owned by Warren Buffet).

Where will the 2nd and 3rd attractions be?

The 2nd T-Rex is slated to open up at Downtown Disney in Orlando first quarter 2008 in a 30,000 sq. ft. pad. We hope to open up in every Disney Theme Park.

We will open nine T-Rex locations in the United States i.e., Las Vegas, Anaheim, CA, Mohegan Sun Casino in Connecticut, New York City/Times Square; with ten international locations, i.e., China, Dubai, Brazil, London, Paris, Japan, Hong Kong.

Steve, please tell us about your new concept T-Rex:

T-Rex is a prehistoric family adventure and a place to eat, shop, explore and discover. This prehistoric family adventure is an interactive attraction with a restaurant and retail component. Built around the elements of water, fire and ice, this experience comes to life in cascading waterfalls, bubbling geysers, animatronic dinosaurs, a real fossil dig site, a paleo laboratory and an ice cave. T-Rex, where whimsicality and reality meet to educate and entertain, T-Rex will appeal to all ages from 3 to 103.

Some distinctive identifying elements of T-Rex include:

- Kitchen of fire
- Exploration station (Jeep area)
- Discovery Dig (Dig site)
- Geode Splitter (Geode activity)
- Matrix Blaster (Matrix Removal)
- Mining Mania (Mines)
- Mineral Creek (Sluice)
- Aqua Dining
- The Sequoia Room
- The Fern Room
- The Geo-tech Room
- Dinosaurs



After over ten years of research and development, we are proud to have found an operating partner, Landry's Restaurants, which is the same company that bought Rainforest Café from me in 2000.

Our attention to detail is unmatched and we will have fossils, minerals and gemstones displayed proudly throughout the restrooms as well as the entire restaurant. People will come once for the WOW factor but they will come back for the great quality food and service which will be absolutely phenomenal.

What are some of the fun things to do at T-Rex?

At T-Rex we are very excited about the relationships we have built with our strategic partners. Build-A-Dino by Build-A-Bear is certain to capture the imagination of all and has been built on the success of Build-A-Bear which is a public company with over 225 stores around the world. 500 sq. ft. of space will be dedicated to the beautiful plush of Build-A-Dino. Our guests will be able to customize their very own plush dinosaur from the following T-Rex characters:

- Dexter (Tyrannosaurus Rex)

