

F O R I M M E D I A T E R E L E A S E

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SAM TREGO PRODUCTIONS/IMAGINATION ENTERTAINMENT SELECTED TO PRODUCE
"CIRQUE DE LA MER"

Anheuser-Busch's SeaWorld attraction in San Diego is introducing an entirely new approach to entertainment this summer. The company launches "Cirque de la Mer" on Memorial Day weekend, to run through Labor Day.

Sam Trego, president of Sam Trego Productions and Imagination Entertainment, developed this production for SeaWorld, and has overseen design of the new "Amphitheatre" for this water-based performance. Cirque de la Mer takes guests on a journey to the island of Amphibia, where colorful Amphibians combine characteristics of human and sea creatures, as represented in their whimsical costumes and multi-colored sea sprite makeup. These creatures possess super-human abilities, demonstrated in acrobatics performed to an original score composed by Trego.

The Amphitheatre itself is an elaborate bayside venue depicting a futuristic vision of a watery world. This stunning setting is a perfect backdrop for the dramatic musical score, inventive costumes, and thrilling performances by the international cast of Cirque de la Mer. These highly skilled acrobats perform gravity-defying "floating trampoline" acts, a "hand-to-hand" number, and fly through the air as a giant "Russian swing" catapults the performers 60 feet into Mission Bay! The show also introduces Zorb™, a futuristic amphibian form of transportation. Zorb™ is used for a popular "extreme sport" activity in New Zealand and other countries, and is now being introduced in the USA.

Sam Trego states, "Producing this show has been one of the most exciting, as well as challenging experiences of my career because we are doing things that have never been done in the history of the circus arts. With 40 to 60 foot tall sets, and performers flying over 300 foot spans of water in Mission bay, we are going to provide the audience with quite a thrill. This is only possible because of the extraordinary efforts of our ingenious engineers."

Sam Trego Productions has developed its reputation for producing cirque-style shows, as well as Broadway-format musical productions for corporate groups throughout the world. The company recently launched its new name, Imagination Entertainment, as well as "Il Circo", the new identity of the company's popular cirque-style show.