

Lo-Q virtual queuing systems arrive in Australia

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Press Release

Henley-on-Thames, UK

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Lo-Q plc, the leading supplier of virtual queuing systems to theme parks, has agreed to a one year trial of Lo-Q's VQ2020 system with Australia's leading theme park, Dreamworld, marking the first time the technology has been used in the Australian market.

Located mid way between Brisbane and the Gold Coast in Queensland, Dreamworld will adopt the virtual queuing system for the park's key rides starting December 15 2008.

The VQ2020 system uses Q-bots to enable park visitors to make ride reservations from anywhere in the park and therefore queue for a ride without physically waiting in line. Lo-Q's systems are currently deployed in 8 Six Flags Parks throughout the USA, Dollywood in Tennessee, USA and Legoland Windsor (UK), with over one million guests having used the system during 2008.

Noel Dempsey, Acting CEO of Dreamworld said: "Dreamworld is Australia's busiest theme park and every year 1.5 million visitors come through our gates to experience some of the tallest, fastest thrill rides in the world. Like all parks, demand for the newer and more popular thrill rides peaks over the holiday season."

"Australians are very conscious of "fair play" and we wanted a solution to line management that would be even handed. Using this system, everybody waits for the same amount of time, including guests with Lo-Q Q-bots. The difference is that users of the Q-bot can enjoy other facilities, restaurants or rides while "queuing" for their selected ride.

"Positive customer experience is crucial to repeat visitation and we hope the Lo-Q "True Virtual Queuing Solution" will create a more pleasant visit for those who choose to hire the device."

Lo-Q's Sales Director, Colin Robertson commented: Dreamworld is an important step for Lo-Q. It illustrates that our system is truly international and can be deployed anywhere in the world quickly and efficiently. We are delighted that Dreamworld has chosen Lo-Q to be its partner and we are committed to ensuring that our solution continues to be fair to everybody in a theme park that uses the system."

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For more information on Dreamworld, Australia please visit www.dreamworld.com.au

About Lo-Q

Lo-Q plc was founded in August 2000 and its technology is currently in use by eight Six Flags theme parks in the USA. Lo-Q gets people out of queue lines so they can spend time waiting for their ride enjoyably

in restaurants, shops, playing games or just relaxing. The Q-bot, a proprietary, hand held, wireless unit, does not create a “jump to the front of the line” problem for parks to manage because everyone still waits the same length of time but those with a Q-bot are free to enjoy the rest of the theme park until it is their time to get on the ride.

VQ2020 was launched in autumn 2006 for easy guest use and to provide dramatically simplified installation and is running in nine North American theme parks. During 2008 there have been over one million users of a Lo-Q system. Since Lo-Q was founded the total guest count has reached over 3,000,000.

Lo-Q has extensive patent protection and owns the intellectual property rights in the system, its software and electronic design.

For further information visit www.lo-q.com or contact:

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