



THE PRODUCTION POST

The World's Leading Fun Science Show Provider

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2003 Trade Show Issue

Mad Science Productions proudly announces their directorial debut of



Lights, Camera, Action! Mad Science Productions and MGM bring new meaning to these words with their latest joint venture. A unique entertainment experience, "Movie Magic" The Science Behind the Movies, is a first of its kind. In this latest stage show production, children are invited to live out their dreams of being on the big screen in an interactive, 40-minute journey.

THE SCIENCE BEHIND THE MOVIES

MGM within the entertainment industry has resulted in an unforgettable Hollywood experience. Through the application of state of the art green screen "technology", we now have the ability to transform a stage set into a Hollywood hit using the audience as our stars. Your two favorite characters, professor Pruvitt and Crash, make a smashing return when they stumble across a movie set. As they start casting, our producers select audience members to be their actors, sound mixers, lighting operators, cameramen, gaffers, special effect operators and of course their director - seated in a director's chair with a signature hat and megaphone no less! The cast members are given the ability to unlock the secret of Movie Magic, and create their own feature film.

By bringing "Movie Magic" to your very own venue, your audience will be given the opportunity to re-enact their favourite movies like Legally Blonde, Cody Banks, Robocop and Rocky. But that's not all! While our budding young actors and film makers are being swept away in the magic of Hollywood, they will also be learning the "high tech" science and special effects that lie at the heart of the movies.

The grand finale allows the audience to enjoy the fruits of their labor in a two minute feature film enhanced with outrageous "4-D special effects" leaving the entire audience wanting to come back for yet another "Movie Magic" experience.

2004 tours are booking up quickly!

To secure your dates, book now by calling 1-800-586-5231 ext. 120.

New Market Penetration

Performing Arts

Beginning October 2004 throughout May 2005, Mad Science Productions will be creating a live stage version of their latest television venture with MGM, taking their show where it has never gone before.....the performing arts stage.

Thanks to the new partnership established between Mad Science Productions and The Brad Simon Organization, performing arts theatres will now be able to take advantage of the new Mad Science T.V. show which will air on NBC in fall 2004.

"We are delighted to have the opportunity to bring Mad Science Production's unique brand of educational entertainment to theatres across the U.S. beginning in the fall of 2004. Children have been enjoying Mad Science shows during their visits to major theme parks, fairs and the Kennedy Space Center for several years. Now Mad Science will be coming to their cities to continue its mission of delivering exciting, educational science experiences in a new expanded theatrical production." Brad Simon, President, The Brad Simon Organization, Inc. Mad Science is thrilled with this new affiliation and is looking forward to working with one of the top US booking agents in Performing Arts.



Your Audience Can Star In...

LEGALLY blonde

AGENT CODY BANKS



ROCKY



PINK PANTHER



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Big Success!

"Funky Farmworks", our new agricultural show that contrasts turn of the century farming methods with modern techniques has enjoyed gigantic success in fair grounds throughout North America, selling out in such locations as the Calgary Stampede, LA County Fair, Nebraska State Fair, Klondike Days, Milwaukee Summerfest, Red River Exposition, Santa Clara County Fair, Tennessee Valley Fair, River City Roundup, South Carolina State Fair, Louisiana State Fair, Ventura County Fair, Western Idaho State Fair, Virginia State Fair and Arizona State Fair, having reached a cumulative audience of over 300,000 and still going strong!

IAAPA

BOOTH #2561

Orlando, Florida
November 19-22
2003

IAFE

BOOTH #1002

Las Vegas, Nevada
December 1-3
2003.

Mad Science Productions unveils



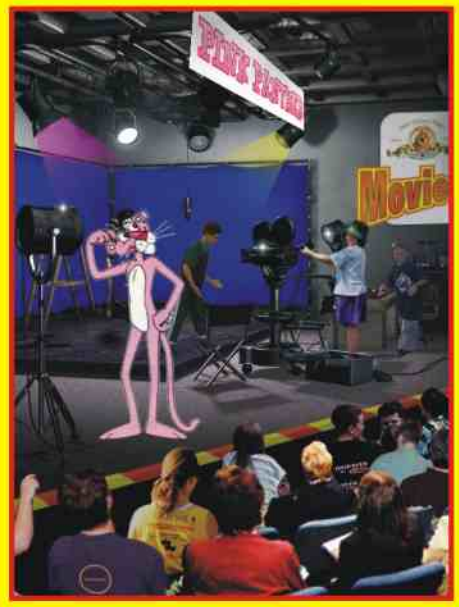
THE SCIENCE BEHIND THE MOVIES

Find out more about the new Mad Science stage show "Movie Magic", The Science Behind the Movies, by visiting us at IAAPA in Orlando, Florida from November 19-22, 2003 - booth number 2561 and IAFE - in Las Vegas, Nevada from December 1-3, 2003 - booth number 1002.

Personnel will be on hand to promote the company's live stage show products available in 2004, or you can book a private consultation beforehand by calling 1-800-586-5231 ext 120. Entertainment buyers can learn more about next years line up including "Movie Magic", The Science Behind the Movies, Funky Farmworks and Newton's Revenge.

Our entire team is looking forward to meeting you and making you a part of our growing Mad Science family!

2003 Trade Show Tour



From the Director's Chair: A message from Leonard Lipes

As we near the end of our 2003 touring season, I want to express just how fortunate we are to have so many venues continuing to offer Mad Science stage shows year after year. It has always been our intent to build brand recognition within the different leisure markets. A brand that your park guests associate with a fun, interactive and educational entertainment experience. This initiative has yielded tremendous results as I am proud to announce repeat performances in over 78 % of our venues for 2004. I am convinced this is a result of quality family programming combined with a new branded show offering each season.

With the above in mind, I am once again proud to announce our newest venture, "Movie Magic", The Science Behind The Movies. This innovative stage presentation combines the allure of famous Hollywood properties and the interactive spirit Mad Science brings to the audience. We will have several permanent installations of this production throughout North America. We have also committed to two 7-month touring troops that will launch in May 2004.



I extend my personal best to each of you as you plan for your 2004 line-up and look forward to meeting with you at the upcoming trade shows next month!



www.madscience.org/stageshows