

News Release

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**AMUSEMENT ADVANTAGE PROVIDES NEW CONSULTING SERVICES IN STRATEGIC PARTNERSHIP WITH PERFORMANCE OPTIMIST CONSULTING**

- **New services include: *Performance Analysis Reports*, based on mystery shopping results, along with staff training and leadership coaching**

ARVADA COLORADO, October 1, 2011-Amusement Advantage, Inc. the premier provider of guest experience measurement services to the attractions industry today announced that it has entered into an exclusive partnership with Performance Optimist Consulting based in Orlando, FL. Amusement Advantage will engage Performance Optimist Consulting to provide attractions with consulting services that build upon existing mystery shopping projects. These consulting services include ***Performance Analysis Reports*** which provide insight and analysis of mystery shopping results along with ***Staff Training & Development*** and ***Leadership Coaching*** sessions to address issues identified.

“We are very excited to launch these new services which demonstrate our commitment to offering complete Guest Experience Solutions to the attractions industry,” said Scot Carson, President of Amusement Advantage. “Performance Optimist Consulting is the perfect alliance for our company as they share our dedication to the industry and our vision for innovative solutions. After fifteen years focused on measurement through mystery shopping and other guest surveys, we are now offering attractions additional resources to get the most out of our measurement tools. Our ***Performance Analysis Reports*** highlight trends and patterns in employee behavior along with providing employee development suggestions and potential employee incentive ideas. In addition we can provide staff training and leadership coaching programs to leverage information gathered and correct behaviors and strengthen performance. These services embody our expanded brand identity of Measurement, Analysis and Action.”

“Amusement Advantage has been the gold standard for unbiased guest feedback for the attractions industry for many years. It's an honor to partner with Scot and his team to provide additional insight that can help our clients take their businesses to the next level,” explained Matt Heller, founder of Performance Optimist Consulting. “We are passionate about finding the right solutions for the unique issues our clients face. Through analysis of the shopper reports and discussions with our clients, we can determine if the solution we should be focusing on includes training, leadership development, or process improvement.”

Amusement Advantage and Performance Optimist Consulting have delivered *Performance Analysis Reports* to three clients during an initial pilot program starting in June of 2011. Based upon positive results from these pilot implementations, Amusement Advantage is now rolling out the program for their entire current and future client base nationwide. Amusement Advantage and Performance Optimist Consulting will be highlighting these new services at the upcoming International Association of Amusement Parks and Attractions (IAAPA) Expo November 15-18 in Orlando. They can be found in booth #4510.

#### **About Amusement Advantage, Inc.**

Amusement Advantage, Inc. was founded in January of 1996 by Scot and Christine Carson to provide mystery shopping services exclusively to the attractions industry. Based in Denver, CO, the company works with over 250 attractions in the US and Canada including amusement parks, water parks, FECs, zoos, aquariums, science centers, museums, skating centers and other attractions. Amusement Advantage is a member of the International Association of Amusement Parks and Attractions (IAAPA), the World Water Park Association and the Mystery Shopping Providers Association. The company completes mystery shopping evaluations for the FEC Committee at IAAPA as part of the selection process for the Top FEC's of the World Awards.

#### **About Performance Optimist Consulting**

Performance Optimist Consulting was founded in June of 2011 by Matt Heller as a resource for leaders in the attractions industry. Mr. Heller is a 23-year veteran of the amusement/entertainment industry. Starting as a ride operator at age 18, Mr. Heller worked his way through numerous companies and leadership positions throughout the industry, including 8 years as a dedicated leadership trainer and performance consultant with Universal Orlando Resort and 2 years as the Chair of the IAAPA Human Resources Committee.