



Media Alert...

October 31, 2005

SEE ATLANTA FROM 350 FEET!!

UNDERGROUND ATLANTA WELCOMES AEROBALLON USA FLIGHTS

WHAT:	AeroBalloon USA
WHEN:	Daily, weather permitting
TIME:	8:00 am – Noon 4:00 pm – 9:00 pm (Times may vary depending on wind speed and Underground Atlanta's event schedule)
WHERE:	Underground Atlanta Upper Alabama Street Atlanta, GA 30303
COST:	Children (under 12) - \$12.00 Adults - \$16.00

ATLANTA, GA: A giant helium balloon has landed at Underground Atlanta! Atlanta's newest attraction, the AeroBalloon will allow locals and visitors to soar high above and admire amazing views within a 20 mile radius of downtown Atlanta including the city's skyline, Buckhead, and Stone Mountain. Up to 5 people at a time can travel upwards for a 10 minute adventure they will never forget.

Passengers will lift off in a wicker gondola to a breathtaking 360--degree panoramic altitude of 350 feet above the ground. The balloon will remain attached to its tether cable and is retrieved back to terra firma via its winch, located at ground level. "We are excited to be among the small number of U.S. cities that have an AeroBalloon," stated Underground Atlanta General Manager William P. "Chick" Ciccaglione. "Atlantans and visitors will have a unique opportunity to see our great city from a different perspective."

About the balloon: The balloon, simple and majestic in its appearance, is highly engineered. It is comprised of an outer skin, an internal ballonnet, and a fan. Simply defined, it is a sphere shaped blimp. Its outer fabric is identical to the skin of a free--flying blimp seen daily flying over sporting events. The ballonnet is a zero--porosity internal membrane filled with the inert gas helium. The ballonnet dynamically expands and contracts with changes in altitude, barometric pressure, and/or temperature. The fan regulates this internally displaced air so that the balloon maintains its shape. AeroBalloon passengers will always be under the supervision of a certified AeroBalloon pilot.

"We are thrilled to be able to bring the AeroBalloon to Atlanta," said Douglas Hase, Founder of AeroBalloon USA. "We are very grateful to Underground Atlanta and the City of Atlanta for making this possible and look forward to making this a successful venture for both."

To find out more information about AeroBalloon USA and to make reservations, visit www.aeroballoon.com.

About Underground Atlanta:

Conveniently located near the Georgia State Capitol, World of Coca-Cola, and the Martin Luther King Jr. History Center, Underground Atlanta is a great place to start the day visiting downtown's attractions and events. Located in the heart of the city, Underground offers a wide variety of shops, restaurants and activities for everyone to enjoy. Explore six blocks, twelve acres and three levels and 225,000 ft. of shopping, restaurants and entertainment, as well as the newly opened and successful, eight restaurants and clubs in Atlanta's hottest nightclub area, Kenny's Alley! Be sure to visit www.underground-atlanta.com for more information or call Underground Atlanta at 404-523-2311.

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