



**For Immediate Release  
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**PARC MANAGEMENT ACQUIRES BAKER LEISURE GROUP  
Steven R. Baker to Head Newly-Formed Division**

**Jacksonville, Fla.** – PARC Management today announced that it has acquired Orlando-based Baker Leisure Group (BLG), a multi-faceted themed-attraction consulting and management company with an international client base and an outstanding track record in the industry. Steven R. Baker, BLG's founder and former CEO, will lead the newly-formed division, PARC Baker, LLC, which will continue to do business as Baker Leisure Group.

Carrying on BLG's and PARC's mutual tradition of strategic vision combined with rock-solid implementation skills and strong values, PARC and Baker Leisure Group will provide consulting, development, and management operations services to park owners, developers and government entities worldwide.

"We are extremely pleased to welcome Baker Leisure Group to the PARC family," stated PARC's Chairman and CEO, Randy Drew, "and we're delighted that Steve has agreed to continue to lead Baker Leisure Group. Steve has grown BLG into one of the most successful and well-regarded firms in this industry, and his combination of knowledge, experience and reputation will be an incredible asset."

PARC's acquisition of BLG comes as the industry-leading entertainment management company embarks in a new direction following an 18-month strategic review and market analysis. In response to that process, and to increasing development opportunities domestically and internationally, PARC is expanding its operations through acquisitions and development of new parks, and by putting its proprietary systems and industry expertise to work for new clients including third-party owners, joint venture partners and government entities.

**About Steven R. Baker**

A professional with more than 40 years in the industry, Baker got his start and honed his skills at The Walt Disney Company and Walt Disney World Company. He held various management positions of increasing responsibility at Disney, where he played a key role in the development of EPCOT Center and traveled the world on behalf of various Disney projects and divisions.

After his 23-year career with Disney, Baker formed his own company in 1988 and immediately established himself as a force to be reckoned with by developing Hard Rock Café's franchises throughout Asia, Europe and North America. Under his leadership, BLG soon became a leading force in the leisure industry, with clients in North, Central and South America, as well as the Middle East and Asia, including the UAE, China, Japan, South Korea and Indonesia. A graduate of California State University's School of Business Administration, Baker is a member of the boards of directors of E-Brands and Snow Magic, and a former member of the board of the Dixie Stampede and the Orange County Convention and Visitors Bureau.

**About PARC MANAGEMENT, LLC**

PARC Management, LLC, is an industry-leading entertainment management company, which owns and operates theme parks, water parks and NASCAR SpeedParks throughout the United States and Canada. PARC also provides development and operations management of entertainment and attraction venues to third-party owners, joint venture partners and government entities. PARC is a values-driven company whose mission is to provide safe, wholesome, and fun parks where families create treasured memories. PARC is committed to its vision, which includes strengthening families and communities, mentoring, teaching and training its Team Members to succeed in life, and serving as the social and entertainment hub of our communities.

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