



ESSENTIAL PLAYBOOK

FUN, INTERACTIVE ELEMENTS PROMOTING IMAGINATIVE, HEALTHY PLAY



EXPERIENCE PLAYTIME



GLOBAL PLAY LEADER

Family-friendly businesses that want to stand out, hire PLAYTIME to create powerful play experiences. PLAYTIME is a global, turnkey provider of interactive indoor, outdoor, and water play areas and the market leader in the soft play industry.

PLAYTIME is ranked in the top three requested amenities by shoppers and has become a standard in a variety of locations worldwide, serving many different market segments. Our highly diversified customer base provides stability and the ability to maintain high output design and manufacturing operations.

Located in Englewood, Colorado with nearly 100,000 square feet of studio, manufacturing and warehouse space, we're with you every step of the way, from conceptual design through installation. More than a half million families EXPERIENCE PLAYTIME everyday — anywhere kids play.



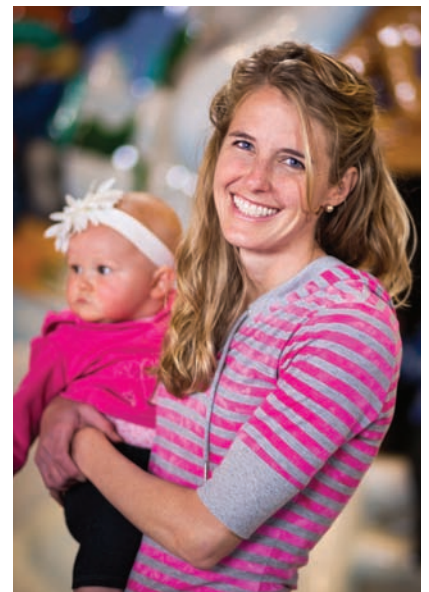
1,000+ GLOBAL LOCATIONS • 20+ COUNTRIES



PROMOTES GOOD HEALTH

PLAYTIME provides a great place for children to exercise while they learn and have fun. Our climbers, slides and tunnels help develop gross motor skills, test spatial relationships and build confidence. Our wall-mounted games and puzzles help with cognition, problem solving and hand/eye coordination.

Active play experiences are part of a healthy lifestyle that parents want for their children and PLAYTIME's coatings have been tested and ASTM (G21 and E2180) certified antibacterial.



[1] Cherry Creek Mall (Taubman) • Denver, CO [2] St. Enoch Centre • Glasgow, Scotland
[3] North Riverside Park Mall • North Riverside, IL [4] YMCA • Madison, NJ [5] MacArthur
Center (Taubman) • Norfolk, VA [6] University of Iowa Children's Hospital • Iowa City, IA



THE PLAYTIME REACH



LEVERAGE THE POWER OF YOUR RETAIL VENUE

With thousands of play areas worldwide, PLAYTIME was founded specifically to provide unique play experiences to the retail marketplace. We continue to grow by developing innovative, custom-branded play areas for shopping centers, malls, outdoor lifestyle centers and big box retail stores. Our products are proven to enhance the attraction and value of any retail destination.

A lifestyle experience is what you are selling to your customers. When you offer unique and exciting amenities, shopping becomes a fun experience for the entire family. Whether indoor retail centers, mass retail or outdoor lifestyle centers, our themed play creations provide a unique destination for families to shop, play and meet — over and over.



JUST GET OUT AND PLAY



MARKET SEGMENTS

- Attractions, Resorts & Recreation
- Childcare
- Healthcare
- Membership Clubs
- Outdoor
- Restaurants
- Retail
- International

We promise to boost memberships, increase enrollment, and entertain your guests, regardless of the venue. PLAYTIME works in airports, amusement parks, churches & religious centers, cruise ships, family entertainment centers, pediatric dentists, stadiums, and waterparks — to name just a few.



[1] Grupo Roble • San Salvador, El Salvador [2] Broadway Shopping Centre • Sydney, Australia [3] Westfield Fashion Square • Sherman Oaks, CA [4] Build-A-Bear Workshop • Lone Tree, CO [5] Monkey Mountain • Park City, UT [6] Chase Field • Phoenix, AZ [7] Titas Regional Medical Center • Mt. Pleasant, TX [8] McDonald's #6395 • Arvada, CO [9] The Learning Experience [10] Great Wolf Lodge • Wisconsin Dells, WI [11] Logan International Airport • Boston, MA [12] Adventure Dental • Longmont, CO [13] National Zoo • Washington, DC [14] Glenmoor Country Club • Cherry Hills Village, CO



BUILDING BRANDS



CREATING ICONS

PLAYTIME is trusted by more brands and sponsors to bring their images to life, including: Garfield & Friends, McDonald's, Warner Bros. Looney Tunes, Sesame Street, and LA Fitness.

Scan the QR code to watch a brief interview with the man behind the cat, Garfield & Friends Creator Jim Davis, and find out why he's delighted to be working with PLAYTIME and the worlds we help create.

“I’M DELIGHTED TO BE WORKING WITH PLAYTIME...” - JIM DAVIS

SPONSORSHIPS & FINANCING

Tap into our package of success stories and best practice guidelines for ways to secure sponsors for new and renewed play area projects. From designed corporate mascots to sponsor-themed and branded play elements, PLAYTIME can help you secure partners to fund and promote your play area.

PLAYTIME has teamed with a trusted financing partner to offer term payment options. Get approved in advance for our PLAYTIME Playaway Plan, with terms starting as low as \$100 per month. Ask your sales representative for more qualifying information.



COMMUNITY ENGAGEMENT

Mile High United Way and the Denver Broncos partnered to build the Play and Read Room at Greenlee Elementary School as part of an ongoing commitment to serve fans, youth, families and communities. The room also promotes early literacy opportunities for underserved children as well as the National Football League's (NFL) Play 60 initiative.

Scan the QR code to view the evolution of this rewarding project.



[1] Garfield concept sketch [2] Garfield & Friends themed conceptual 3D rendering [3] Garfield extruded polystyrene foam sculpt [4] Fair Oaks Mall (Taubman) • Fairfax, VA [5] Bugs Bunny / Tampa Rays at International Plaza (Taubman) • Tampa, FL [6] The Shoppes at Grand Prairie • Peoria, IL [7] Westfield Brandon (Sesame Street) • Brandon, FL [8] Conceptual rendering for Hersheypark character photo op • Hershey, PA



THE PLAYTIME PROCESS

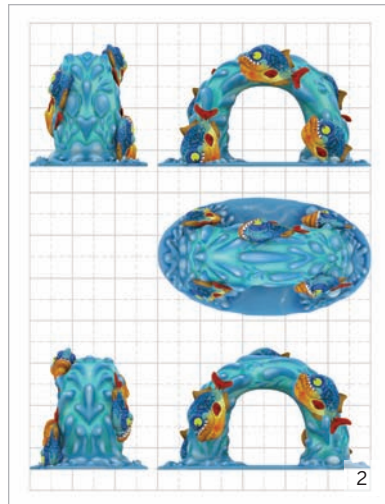


SALES & DESIGN

We build fun and it all starts with our sales and design departments who work closely together with you to establish available space, budget range, and vision. Our customers' creative involvement is completely up to them — we can translate your theming ideas into a reality or let us try to wow you with something fresh and new.



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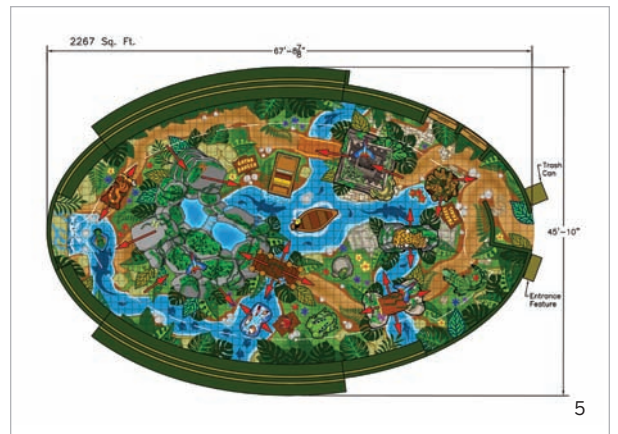
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WE BUILD FUN



PROJECT MANAGEMENT

Once the project has been handed off and the customer introduction call has been made by sales, a dedicated project manager directs all aspects going forward — while maintaining ongoing communication with the customer, overseeing production timelines, installation logistics and coordination.

PRODUCTION

PLAYTIME boasts nearly 100,000 square feet of studio, manufacturing, and warehouse space dedicated to bringing children's play areas to the commercial marketplace. With advanced technology and sophisticated manufacturing processes, we can handle any project, large or small.



INSTALLATION

Once all your PLAYTIME play elements are ready, they are loaded into a big truck to be delivered to your location. Upon arrival, our highly trained, professional installers will meet the truck and you, and take care of setting up your area. From start to finish, PLAYTIME is dedicated to providing friendly, expert service throughout the installation and for the life of the play area.



[1] Concept drawing for Piranhas [2] Detail drawing for Piranhas [3] 3D conceptual rendering for Galleria Dallas [4] Scan QR code to view the horned frog creation video [5] Plan view for Galleria Dallas [6] Scan the QR code to view the PLAYTIME installation at Galleria Dallas in Dallas, TX



CUSTOM PLAY



SPACE & BUDGET

To get started, gather your concepts and ideas, available space and budget requirements, and give us a call. Our design and project development teams will review ideas and best practices to come up with the ideal layout for you. We will work with you closely at every single step — from concept design, to point of purchase, through project management and installation.

As part of the discovery process, determining your project budget is critical for steering you through the planning, purchasing, and building process. Considering final play area size, elements, components, and other site work when developing your budget will help to determine site information, restrictions, specifications, target dates, special uses or needs, and phases of development (if any).



DRIVE TRAFFIC & LENGTHEN STAY



DESIGN STYLES

It's a collaborative process. PLAYTIME works directly with customers and architects to design projects of all themes, styles, and finishes (matte or glossy) — with realistic, natural looking attributes; abstract shapes and stylized objects; or whimsical, brightly colored creatures with sparkly eyes and animated features. Our designers, sculptors, and painters are accomplished artists who take great pride in every project, making sure that your vision is realized.



[1] Galleria Dallas (Simon) • Dallas, TX [2] City Creek Center (Taubman) • Salt Lake, UT [3] Dolphin Mall (Taubman) • Miami, FL [4] CoolSprings Galleria (CBL) • Franklin, TN [5] Opry Mills (Simon) • Nashville, TN [6] Cumberland Mall (GGP) • Atlanta, GA [7] Lotte World • Seoul, South Korea [8] Kanyon Shopping Mall • Istanbul, Turkey [9] Whole Foods • Boulder, CO [10] Twenty Ninth Street (Macerich) • Boulder, CO [11] Lotte Mall Gimpo Airport • Seoul, South Korea



MODULAR PLAY SYSTEMS



PLAYTIME CLASSICS

Pre-designed, inventoried, and easy to install play elements that can be configured to fit any space or location. PLAYTIME Classics are offered in standard packaged systems like Little Footprints and Pick & Play. Please visit www.playtime.com for detailed information on our popular PLAYTIME Classics indoor product line.

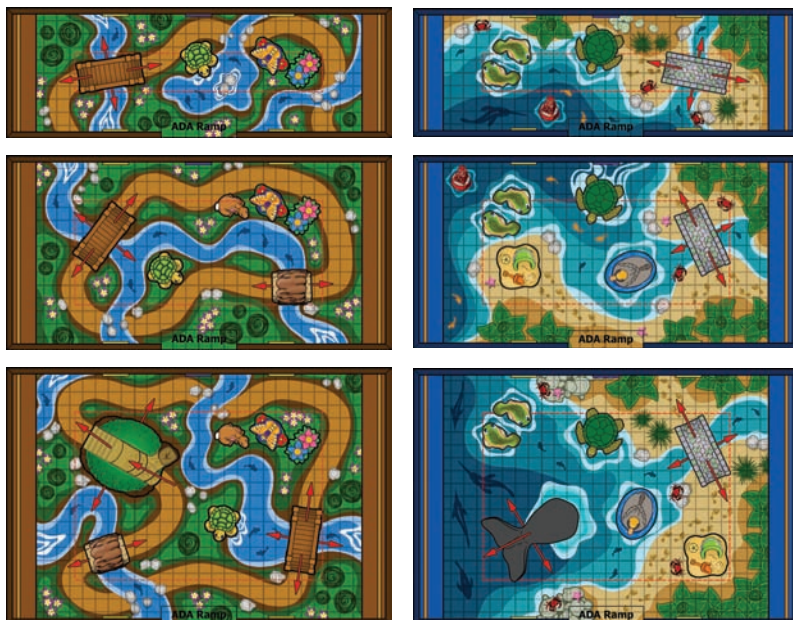


GOOD THINGS COME IN SMALL PACKAGES

LITTLE FOOTPRINTS

Pre-designed, turnkey play systems for customers with smaller budgets and spaces, features include:

- Engaging, soft-sculpted foam play elements
- Choice of three size options: 10' x 30' (Option A), 15' x 30' (Option B), or 20' x 30' (Option C)
- Choice of two themes: Aquatic or Woodland
- Fully enclosed wall surround
- Integrated seating
- DuraSoft safety surfacing
- Built-in shoe cubbies
- Interactive, wall-mounted play panels
- Entrance and interior rules signage
- ADA and ASTM compliant



PICK & PLAY

Packaged, self-installed systems for customers with even smaller budgets and spaces, features include:

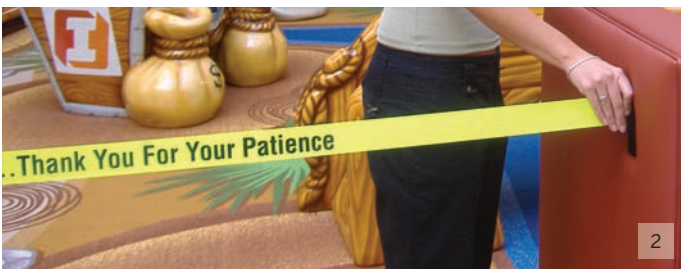
- Engaging, soft-sculpted foam play elements
- Choice of three size options: 14' x 12' (Option A), 14' x 18' (Option B), or 14' x 24' (Option C)
- DuraSoft safety surfacing
- Interactive, wall-mounted play panels
- Standard rules signage
- Ideal for waiting rooms, playrooms, and lobbies



Please visit playtime.com for more information on PLAYTIME Classics, Little Footprints Systems, and Pick & Play Systems. [1] Baton Rouge General Medical Center • Baton Rouge, LA [2] The Centre at Glen Burnie • Glen Burnie, MD [3] Shenango Valley Mall • Hermitage, PA [4] First Colony Mall (GGP) • Sugar Land, TX [5] Pick & Play Option A [6] Pick & Play Option B [7] Pick & Play Option C



INGREDIENTS FOR FUN



INTEGRATED ELEMENTS & SURROUND FEATURES

- Play area enclosure
- Parent seating
- Built-in shoe cubbies
- Hand sanitizer dispenser
- Wall mounted, interactive play panels
- Custom-sculpted entrances
- Rules signage
- Recessed tensabarrier
- Perimeter fence
- Overhead elements & mobiles
- Wall murals, graphics, and banners
- Sponsor branding & signage
- Overhead shade structures



BURSTING WITH ACTIVITY



DURASOFT SAFETY SURFACING

- 1.5" rated at 5' fall height under ASTM F1292
- Meets ASTM F1951 ADA accessibility requirements
- Kid friendly surface ensures the safest environment
- Easy to clean and maintain
- Available in a wide variety of colors and custom designs



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POURED IN PLACE

- 2" Rated at 5' fall heights under ASTM F1292
- Meets ASTM F1951 ADA accessibility requirements
- E.P.D.M. color cap .5" to create custom designs
- Shredded rubber 1.5"

PLAY ME POWERED BY PLAYTIME

- Over 100 games on a 22" HD touch screen
- 6 different languages
- Excellent complement to our soft play areas
- Plug and play installation



SPECIAL FX

PLAYTIME's soft play elements can flash, chime, clang and bang, creating fun with cause-and-effect activities.

MUSICAL KEYBOARD

- Oversized, interactive piano keyboard
- Unique note played for each key
- Floor or wall mounted
- Accommodates multiple kids for group play



PUZZLE DOTS

- Mounts to any wall surface
- Requires traditional electrical outlets
- 4 dot blue mimics the user's touch sequence



[1] West Acres Shopping Center (West Acres Development LLP) • Fargo, ND [2] Recessed Tensabarrier [3] Overhead Elements [4] 3D Entrance Character at Stonebriar Center (GGP) • Frisco, TX [5] Built-in Shoe Cubby with hand sanitizer dispenser [6] SPACE TREK: Wall mounted, interactive play panel [7] Lotte World • Seoul, South Korea [8] Bellflower Friendship Square • Bellflower, CA



OUTDOOR PLAY



TRANSFORM YOUR SPACE

PLAYTIME has extensive experience working with landscape architects and designers. Our PlayTuff® outdoor play elements work together with environmental features to become a focal point in your community, enhance any brand, boost curb appeal, and increase overall asset value.

PLAYTIME's PlayTuff® outdoor play products are made of extremely durable, UV-stable and fade resistant materials that withstand daily wear and tear while maintaining their easy-to-clean qualities and meeting all requirements of ASTM F-1487 – Standard Consumer Safety Performance Specification for Playground Equipment for Public Use.



BOOST YOUR PLAYGROUND APPEAL



Please visit www.playtime.com for more information on our products.

[1] Twenty Ninth Street (Macerich) • Boulder, CO [2] St. John's Town Center • Jacksonville, FL [3] Scan the QR code to view the installation at Southlands Lifestyle Center • Aurora, CO [4] Pavilion at Port Orange (CBL) • Port Orange, FL [5] SanTan Village Center (Westcor) • Gilbert, AZ [6] Sandstone Ranch • Longmont, CO [7] Valley Native Primary Care • Wasilla, AK [8] Partridge Creek Fashion Park • Clinton Township, MI [9] Westfield Valencia • Valencia, CA



WATER PLAY



EXTEND AQUATIC LIFE WITH HYDROTUFF

Introduced in 2012, PLAYTIME finishes its water play elements with our new UV – and chlorine-stable, abrasion-resistant, HydroTuff coatings. PLAYTIME's HydroTuff is specifically designed for environments that require resistance to high acid and alkali (chlorine) conditions.



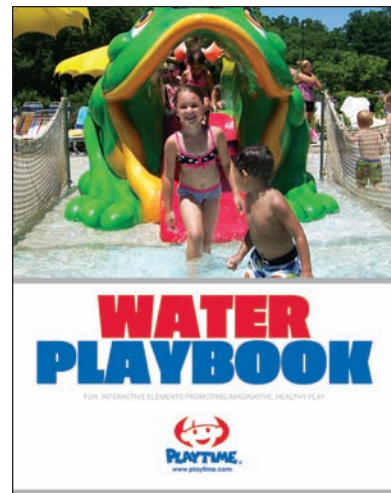
ENGAGE FAMILIES & INCREASE FREQUENCY



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PLAYTIME CLASSICS

PLAYTIME offers a selection of pre-designed, water play elements including climbers, floatables, slides, and water walks.



Please visit www.playtime.com for more information on our products.

TURNKEY WATER WALK SYSTEMS

- Choice of water leaf, log slice, or colorful water pad floatables
- Choice of palm tree, tiki, or non-themed powder coat support columns (4)
- Cargo net
- Pool edge pads (2)
- Cup anchor kits (one per floatable)
- Minimum 36" water required
- Available in three sizes – small: up to 20' 10" pool span with four 42" floatables; medium: up to 25' 8" pool span with five 42" floatables; large: up to 30' 6" pool span with six 42" floatables



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CUSTOM ELEMENTS & SPRAYERS

PLAYTIME can customize specifically for your pool's needs. In addition to designing unique water play elements, we can also alter the size of support columns and nets, as well as color selections. Slides can be designed to match the grade of the pool and sprayers can be added to all slides and climbers.



FOLLOW THE LEADER



Family-friendly businesses that want to stand out, hire PLAYTIME to create powerful play experiences.

To find a PLAYTIME area near you, download our free **MY PLAYTIME** app from iTunes and Google Play stores.

Inspired by PLAYTIME? Challenge us to create a one-of-a-kind PLAYTIME area for you.
Visit www.playtime.com or contact us at **303.662.0302** with your ideas today. **#WeBuildFun**

