



Press Release-5/18/06-Cincinnati, OH- Paramount's Kings Island hires Central Satellite Services for Nickelodeon Universe media day.

For the third year in a row Paramount's Kings Island has hired CentralSat to provide video support and uplink services for a media day. PKI has used CSS for six different media day events and three Nexpert News satellite media tours.

The uplink originated from inside the park in Kings Mills, Ohio, overlooking the new Nickelodeon Universe themed area; the largest in North America.

The crew and video equipment were provided by Kremer Production Services while the lighting package and power were rented from Midwest Grip and Light. Both KPS and MGL have teamed up with Central Satellite Services for all previous Paramount's Kings Island projects. Maureen Kaiser and William Mefford, of the PKI Marketing Communications Department, served as talent for the station interviews. The uplink facilities were under the supervision of Jim Timmerman.

All totaled, 13 television stations throughout the Midwest did a "live" or "live to tape" interview as part of the Nickelodeon Universe Media Day.

Since September of 2003 CSS has produced 6 media day satellite media tours for PKI: Scooby-Doo and the Haunted Castle, The Italian Job Stunt Track, Happy Days Diner, Boomerang Bay, Winterfest and Nickelodeon Universe. Several of these media day SMTs were two talent dual paths projects (two interviews taking place at the same time utilizing one uplink path). The three Nexpert News "What's Hot..." Satellite Media Tours also originated from one of the park's many themed locations. CentralSat also produced a media day satellite media tour for Paramount's Carowinds in Charlotte, NC.

"In addition to providing the technical facilities for the SMT, we also did a great deal of pitching the event to local TV stations. Very few, if any, satellite uplink or production companies have the expertise to successfully pitch television stations." said Jim Timmerman, CentralSat Operations Manager who also line produced the SMT. With our connections at TV stations and background in broadcasting we know how to pitch a SMT."

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