

MARK IV CAPITAL, INC.

Orlando, Florida

Mark IV Capital, Inc. currently leases an approximately 30-acre property occupied by Wet 'n Wild, a water theme park, prominently located in proximity to Universal Studios and other major tourist attractions along International Drive in Orlando, Florida. Given its desirable location, the current land use does not utilize the site to its full potential, and the lease (which expires in 2012) is below competitive market rates for similar sites.

Against this background, our goal in this effort was to provide market-driven inputs to Mark IV's strategic plan for the site via a highest and best use analysis. Given the limiting nature of the existing use, development opportunities were explored for uses in addition to Wet 'n Wild (during the ten- year duration of the lease terms) as well as eventual replacements for Wet 'n Wild. Potential uses explored included hotel, timeshare, parking, specialty retail, and other entertainment-oriented retail or attractions. Specific objectives were as follows:

- Determine market depth for the aforementioned uses at the subject property.
- Provide recommended land uses/product types, target markets, competitive positioning relative to other adjacent parcels and tourist attractions, lease/sales prices, timing, annual absorption potential, and development and marketing considerations, for the short and long-term (in 10 years when the lease is due).
- Prepare a preliminary financial analysis to test the recommended alternatives. More the most part, this analysis was conducted from the land owner/land developer perspective rather than from the perspective of the owner/developer of the improvements.

The results of our work were specific development program recommendations for better utilization of the property given the unique location on International Drive.

