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## **Iplayco Builds World's Largest Indoor Soft-Play Area for Middle East Customer and Sets Guinness World Record**

**LANGLEY, BRITISH COLUMBIA — (July 19, 2013)** Iplayco Corporation Limited (TSX VENTURE: IPC) ("Iplayco" or the "Corporation") announces that it has built the world's largest soft-play area for Billy Beez, an indoor entertainment centre for children of 2,316.79 m<sup>2</sup> (24,937.72 ft<sup>2</sup>) owned and managed by Arabian Centres Limited Company (Saudi Arabia). Billy Beez is located in the Mall of Dhahran, Al Khobar, Saudi Arabia, and was inaugurated on 25 May 2013. The play area can accommodate up to 2,500 children simultaneously.

"Iplayco is very proud to have worked on this project with Arabian Centres, a world class commercial real estate organization and we congratulate Billy Beez and Arabian Centres on setting the Guinness World Record for the world's largest indoor soft-play area, an amazing attraction for children" said Scott Forbes, President and Director of Iplayco.

To view the soft-play area of the Mall of Dhahran, please visit the Billy Beez webpage at: [www.billybeez.com/playground.php](http://www.billybeez.com/playground.php).

For information on this Guinness World Record, please visit the Guinness World Records webpage at: [www.guinnessworldrecords.com/world-records/9000/largest-soft-play-area](http://www.guinnessworldrecords.com/world-records/9000/largest-soft-play-area)

### **ON BEHALF OF THE BOARD OF DIRECTORS**

Scott Forbes, President and Director

### **About Guinness World Records**

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### **About Billy Beez**

Billy Beez is an indoor, soft-play entertainment center for children themed around a family of very active and friendly honey bees that live in the rainforest, the leader of whom is Billy Beez. Each adventure land is filled with colorful murals, three dimensional thematic elements and giant play structures built around a maze of dizzyingly high and wildly twisting slides. There are dozens of activities inside the center that encourage physical, mental and social development through play. Kids climb, jump, crawl and play sports with the companionship of other kids. Along the way they learn how to play fairly, share and make new friends—all the while challenging themselves physically and getting the exercise they need to be healthy. The first Billy Beez soft-play adventure park opened October 2011 at Haifa Mall in Jeddah, Kingdom of Saudi Arabia. It was the first of its kind in The Kingdom and quickly set the standard for providing safe, healthy and most importantly, fun, entertainment for kids ages three to 14. As a result of its success Billy Beez is growing and by the end of 2012 there will be four Billy Beez open and thrilling kids throughout the MENA region, three in KSA and one in Cairo, Egypt. For more information, please visit [www.billybeez.com](http://www.billybeez.com).



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### **About Arabian Centres Limited Company**

Arabian Centres Limited Company is a subsidiary of Fawaz Al Hokair Group that specializes in mall management, tenant relations and leasing. Arabian Centres has unparalleled experience and understanding of the dynamic commercial real estate market. Fawaz Alhokair Real Estate is regarded as the leader responsible for the construction and development of Saudi Arabia's most successful retail developments. For more information, please visit [www.arabiancentres.com](http://www.arabiancentres.com).

### **About Iplayco Corporation Limited**

Iplayco designs, manufactures and installs customized indoor and outdoor play structures for children. Iplayco also owns and operates a family entertainment centre ("The Great Escape") in Langley, British Columbia. For more information, please visit [www.iplaycoltd.com](http://www.iplaycoltd.com).

Neither TSX Venture Exchange, nor its regulation services provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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