

FOR IMMEDIATE RELEASE



GATEWAY VILLAGE



Urban Air Trampoline & Adventure Park Coming to the Shops at Gateway Village in Denison, Texas

DENISON, TX – November 29th, 2018 – The Litteken family of Ardmore, Oklahoma announced today they have been awarded a franchise agreement with Urban Air of Dallas to develop, own and operate an Urban Air Trampoline & Adventure Park in Gateway Village, Denison, Texas. The 30,000 square foot facility will house a state-of-the-art family entertainment center offering a full line-up of activities that will include wall-to-wall trampolines, dodgeball courts, obstacle courses and a multilevel tube playground for the younger children. Guests can also enjoy a delicious meal, cold drink or quick snack at the park’s Urban Café.

The new facility will also be home to the Urban Air Adventure Hub™ featuring exclusive Urban Air attractions such as an intense ropes course, and the one-of-a-kind Urban Air Sky Rider Indoor Coaster. Other options to challenge guests include Drop Zone—an enormous inflatable landing pad perched below a series of trampolines, the Runway Tumble Track that offers flexibility to those who flip, handspring and cartwheel down its track, and Slam Dunk Zone, where guests attempt to emulate their favorite NBA all-star with a trampoline-induced slam dunk of their own! The Urban Warrior Course™, and Battle Beam round out the competitive options available for a day of physical tests and endurance.

“My family is excited to join the Denison community and bring this new entertainment venue to families in the Texoma region”, stated Dr. Litteken, owner. “We have found the more active and involved you stay with the children in our lives the better the relationships that are formed. We

also would like to thank Denison City officials for their involvement in the process of bringing Urban Air to Gateway Village. They are a shining example of how a proactive city government can help grow the community and bring businesses that are often considered only appropriate for larger cities to smaller venues”, he added. “Tom and Ryan Johnson of Covenant Development have worked diligently to develop the site and provide us a beautiful building that we look forward to occupying for many years to come. The Johnson family has treated us like friends from our initial contact and we look forward to the future and growth of Gateway Village as a destination for entertainment for the Texoma Region and surrounding communities. Last, a thanks to Urban Air for conceiving and developing a great product that provides great experiences for children and families to enjoy together”.

“We know families are looking for ways to spend time together – and the more active the experience, the more memorable,” said Urban Air’s founder and CEO Michael Browning. “Parents want their kids off their phones giving them less ‘screen time,’ and more time to play and engage with other kids their age the old-fashioned way. We’ve got them covered at Urban Air where the focus is on active play for people of all ages” he added.

“We are a thrilled to be going in next to Denison’s new regional sports complex at THF Park and HeyDay Entertainment and all of the new facilities and businesses coming to Gateway Village. This location will be the ultimate family destination for the entire Texoma region”, stated Dr. Litteken.

“This exciting day did not just happen, it is the result of planning by our city leadership and Covenant Development, based on what our citizens told us they wanted, family friendly entertainment that would enhance the quality of their lives!” stated Mayor Janet Gott. “Denison is all about pursuing the best and with the addition of Urban Air we will have the premier Trampoline and Adventure Park available anywhere! With the Location of Urban Air near HeyDay Entertainment, an extraordinary “Family Entertainment Destination” is created to serve our entire region. We can’t wait to enjoy all the fun adventures that will be offered! We are so excited to welcome the Litteken Family and Urban Air to Denison and the Texoma Region and are so happy they chose to join our Denison Family!” she added.

Tom Johnson, CEO - Covenant Development said, " The Litteken family and our Covenant Development family share the same core values and the same vision for Gateway Village. This addition to Gateway Village is one we have been diligently working on throughout 2018. There is nothing like Urban Air in our region. It complements the new THF Park, HeyDay Entertainment, the Life Activated movement, and other planned projects in our Master Planned Healthy Lifestyle Development. This project is one we are all very excited about."

Covenant Development President, Ryan Johnson added, "We couldn't be more pleased to be partnering with another family-owned entertainment business for Gateway Village. We are

continuing to focus on promoting and providing options for living a Healthy Lifestyle as we strategically bring together partnerships for the entire Gateway Village Development. Our community as well as visitors to the Texoma Region will benefit greatly from the presence of Urban Air at Gateway Village. We are grateful for partnerships like this one with the Litteken family. We know Urban Air will jump right in to the community to make a positive impact."

Construction on Urban Air Denison is slated to begin after the first of the year and opening is scheduled for the fall of 2019.

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About Urban Air

Urban Air is the Nation's #1 destination for family fun, featuring a variety of attractions perfect for all ages. Urban Air Trampoline & Adventure Park is the perfect venue for birthday parties for kids, youth groups, church gatherings, corporate events or a day out for some family fun. For more information on the company please visit www.UrbanAirParks.com.

Urban Air has won numerous awards and accolades that have made them the number one choice by families.

- Top Place in Tarrant for Family Entertainment by Society Life Magazine
- Best Jump Place for Kid's Birthday Parties by DFW Child Magazine
- Best Gym In America For Kids by SHAPE Magazine
- Best Kids Birthday Parties by About.com
- Best Trampoline Parks by DFW Child Magazine
- Best Place To Take Energetic Kids by Fort Worth Child Magazine
- Reader's Choice Best Children's Birthday Parties by Star Community Newspapers
- Voted Favorite Place for Birthday Parties by Kansas City Parent Family Magazines
- Voted Best Entertainment Venue by Indulge Luxury Lifestyle Magazine
- #8 Fastest Growing Company in DFW – Dallas Business Journal (2018)

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