

Thank you so much for meeting me this morning. I was delighted with your positive reaction to the proposal. I have received a letter (copy below) from AJ Hackett and his global marketing manager, Nigel Hobbs, indicating their great interest in developing the project. Looking forward to hearing from you when you have more information about the way forward.

All the best,  
Sue

----- Original Message -----

**From:** [Nigel Hobbs](mailto:Nigel.Hobbs@ajhackett.com)

**To:** [suehill@eircom.net](mailto:suehill@eircom.net)

**Sent:** Wednesday, February 09, 2011 12:47 PM

**Subject:** Follow up from Site Visit

Dear Sue,

First of all thank you very very much for inviting Nigel and I to Mizen Head to inspect the site so we could offer our opinion on the viability of setting up a number of adventure activities. We were completely gob smacked to say the least about the beauty of this part of the Irish Coast and the hospitality of the locals. Please congratulate all parties involved on the efforts involved in restoring the bridge, upgrade of the site tracks and facilities making this a truly world class visitor destination.

As already discussed with you, Stephen and the engineers we are very confident we would be able to set up a Bungy Jump from the new bridge as there is adequate side safety space and strength in the structure. If you could please provide us with CAD drawings of the bridge then we will have our architect immediately draw up a scheme showing positions of the jump deck so you can all see the visual impact will be negligible. The proposed jump deck would hang off the side of the bridge facing the ocean so that spectators will be able to freely walk across the bridge unhindered by the operation. All jumpers will go through our normal registration process which involves them being weighed, signing of waivers, receiving jump tickets and post selling photos and moving images.

The Bungy system allows us to adjust the cords to suit each clients weight. After jumping from the bridge and rebounding underneath, jumpers will be winched back to the jump deck where they previously jumped from. We do not envisage the need to construct anything below the bridge level inside of the gorge area. We use this top recovery system on two of our sites in New Zealand and will be using the same system on our new Russian site which is due to open mid 2012. All jumpers are filmed with both moving and still images and receive an exclusive Jump certificate and T-shirt.

The second activity that we propose is a dual Flying Fox system and or Zip Line (which can be viewed at [www.ajhackett.com](http://www.ajhackett.com)) which would depart from the new track directly behind and above the bridge. Cables would be slung across the gorge to the old transmitter house near your new top viewing areas. People essentially will be harnessed and can ride in both directions. This is very much a product available to all age groups and will offer spectacular views of the entire coastline and of course the bridge. We will be able to accommodate physically disabled clients on this ride so they will also be able to experience the thrill of this activity and of course the spectacular views from your new viewing areas. Currently it's extremely difficult and dangerous to get disabled people to this point as you know they would have be carried up and down many stairs. We also capture images of clients on this ride which will further promote the site.

The third product will be the UK's Highest Swing, at this stage approximately an 80m arc is envisaged, where clients would jump off the platform adjacent to the new viewing deck on top of the hill and swing between the gorge behind the light keepers quarters. Swingers will be winched back to the departure point again, moving and still image swill be captured.

There are a number of ways in which we can realise this project. The first is to stage the development, where we could open the Bungy Jump this summer providing we can quickly process all of the information that would be required to satisfy the local authorities and then open the two other activities for the summer of 2012 this is currently our preferred option. The second option is to open everything at the beginning of the 2012 season. The main disadvantage we see with the second option is that due to the current access being closed to the public for the last 18 months getting the Bungy happening would definitely accelerate the return of your visitor numbers and attract a huge amount of additional media.

Once all activities are up and running we envisage creating seasonal jobs for 20-25 local people and initially we would need to hire three local people and send them to France for initial training on our French site in Normandie for a 2 month period. We would also need to secure work permits for a minimum of two senior experienced Operations Managers from our overseas Sites to train new staff and manage the day to day operation to ensure our 100% safety record continues.

Our estimated overall investment which would include installation of the 3 products, upgrading of reception areas, setting up of photo and video systems, staff training, engineering, architectural fees, marketing collateral and product launches would be in the vicinity of 500,000 Euros. This would be funded through our own companies. We are currently expecting to Bungy Jump 10,000 clients per season, process 20,000 Flying Fox rides and 4000 Swings, generating a minimum of 1.5 million Euros annual turnover. We expect visitor numbers to not only double to approximately 100,000 in

the first year of operations but to steadily increase into the future with dwell time significantly increasing, so additional benefits to the property would result in a substantial increase in turnover at the entry, with food & beverage sales also increasing dramatically, which would also result in you needing extra staff to service the increase in visitors. This will also have a huge multiplier effect on the local business community, transport, accommodation, food and beverage and other visitor attractions.

As substantial investment is required to ensure the success of this project we would require a long term exclusive lease to operate all activities on the property. This would be in line with our other businesses around the world which are normally for a minimum of 20+ years.

Due to the nature of our brand and products the company always invests a significant amount of funding into Sales & Marketing initiatives. We are very optimistic about the numbers mentioned above based on the fact that since we started operations in Queenstown, New Zealand in November 1988 we have now Bungy jumped over 2.5 million paying clients in many countries, and additional to this 400,000 more clients have experienced other gravity related activities with us. We have also managed tens of millions of visitors to our sites without any fatalities. The UK market represents 20% of our annual jump numbers which currently sit at 130,000 per year (26,000 UK clients).

We will send you further information to do with our existing companies and information we would require from you to further this project. I believe if we can get this operation up and running it will have a huge positive impact on tourism to Southern Ireland and would be a jewel in our companies crown as it would be the only place that clients could jump into a wild ocean landscape setting and obviously very complementary to the unique sites we have in 6 other countries.

We understand you will be meeting with the manager of Cork County today to seek his approval in principle subject to supporting documentation with regard to engineering feasibility, environmental impact issues and safety systems. I'm sure we will be able to provide any information from independent parties that may be required to satisfy any local authority concerns.

We look forward to hearing from you in the near future, all the best with your meetings.

Chat soon,

AJ & Nigel

Nigel Hobbs  
Group Marketing Manager  
AJ Hackett International

+62 361 730 666 (Bali Office)  
+62 812 382 5506 (Bali Mobile)  
[nigel.hobbs@ajhackett.com](mailto:nigel.hobbs@ajhackett.com)  
Skype: nigelhobbs  
[www.ajhackett.com](http://www.ajhackett.com)

