

MEDIA INFORMATION

Roland Mack, managing director of Europa-Park, is honoured with the award "Entrepreneur of the Year 2003"

**Ernst & Young appreciates entrepreneurial achievements:
Trend-setters for German economy / gala-evening in the "Alte Oper" in Frankfurt**

Frankfurt/Rust. For outstanding entrepreneurial achievements, Roland Mack, managing director of Europa-Park, has been the only enterpriser from Baden-Württemberg who was honoured with the title "Entrepreneur of the Year 2003?". Ernst & Young honoured several entrepreneurs with the famous prize during a gala-event in the "Alte Oper" in Frankfurt. The best entrepreneurs in the categories industry, trade, services, information technology and start-up are awarded with the title "Entrepreneur of the Year?". Roland Mack is the winner in the category services.

"This year's entrepreneurs proved that they have the courage and will to succeed. Therefore, they act as driving forces and trend-setters for German economy?", sais Alfred Müller, management board member of Ernst & Young. "The laureates also point out what is important for the success of a medium-sized enterprise: It is the composition of good ideas, entrepreneurial intuition and the willingness to take risks.?"

Roland Mack: also in hard times it is possible to be successful

Roland Mack: "I am very pleased with this award. However, I also see myself as a representative for numerous very good and innovative medium-sized companies, that form the basis of German economy. Last but not least, conception, quality and performance of all of my employees in Germany's biggest leisure park is being honoured with this award. If everybody is working together for the same ideals, it is possible to be successful also in hard times.?"

This year, a total of 300 medium-sized enterprises from different branches were under consideration for the title "Entrepreneur of the Year 2003?". 64

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of them reached the finale after a multi-level selection procedure. An independent jury of experts finally elected the winners in the five categories. Criteria for the election were commitment of the entrepreneur, innovation and future potential of the company as well as sustainability of the company's growth.

With 3,55 million visitors each year and 2.500 employees, Europa-Park is the biggest seasonal leisure park in the world.

Europa-Park belongs to "Mack International", the production company Heinrich Mack GmbH & Co, whose associate among others is Roland Mack, is among the TOP 100 of the medium-sized companies.

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