

## MEDIA INFORMATION

### Short Biography: Roland Mack

Roland Mack was born on October 12, 1949 in Freiburg. He grew up in Waldkirch, where he attended elementary school and graduated from high school.

From 1969 until 1974 he studied at the "Technische Universität Karlsruhe" (university for engineering). He completed his degree as a graduate engineer. Before and during his course of studies Roland Mack completed several practical trainings in engineering companies, among them the family's own manufacture company, the Heinrich Mack GmbH & Co, based in Waldkirch. During an internship in the USA, which lasted several months, he also gained professional experience abroad.

After completing his degree as a graduate engineer, Roland Mack attended postgraduate studies as a welding engineer at the "Lehr- und Versuchsanstalt" in Stuttgart. Afterwards, he took up the job as a chief welding engineer in the own manufacture company in Waldkirch.

Roland Mack is one of the founders of Europa-Park, which opened its doors on July 12, 1975. Since then, he is one of the managing directors (at first together with his father Franz Mack, today with his younger brother Jürgen Mack), who contributed - and still contributes - considerably to the development and expansion of the park.

In addition to his position as a managing director of the meanwhile biggest leisure park in Germany, Roland Mack also belonged to the original members of the VDFU (German Association of Amusement Industry) in 1978. There, he acted as a board member until 1983. From 1984 until 1992 he was vice president of the VDFU. In addition, he has been operating in the international association IAAPA for many years.

Since 1988 Roland Mack is a member of the Tourism Committee of the German Association of Chambers of Commerce and Industry.

In June 1990, Roland Mack has been appointed to the advisory board "Südwest" of the "Dresdner Bank".

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In March 1991, Roland Mack has been honoured with the "Wirtschaftsmedaille des Landes Baden-Württemberg" by the former Minister for Economic Affairs Hermann Schaufler for his outstanding merits regarding the economy of Baden-Württemberg

The successful entrepreneur has been honoured with the "Tourismusmedaille des Landes Baden-Württemberg" (medal in the tourism industry) in May 1998.

In May 1999, Roland Mack took part in the election of the Federal President as an electoral delegate.

In a ceremonial act on the occasion of his 50<sup>th</sup> birthday, Roland Mack has been decorated with the Federal Cross of Merit on October 12<sup>th</sup> 1999.

On January 20<sup>th</sup> 2000, Roland Mack has been honoured with the special award "Hotelier des Jahres" (hotelier of the year) by the trade magazine NGZ.

Roland Mack has been appointed chevalier of the "Ordre national du Mérite" by the French president Jacques Chirac on December 5<sup>th</sup> 2002.

On April 30<sup>th</sup> 2003, Roland Mack has been appointed "Goodwill Ambassador for Families" of the Council of Europe.

On July 3<sup>rd</sup> 2003, Roland Mack has been honoured once again for his commitment in the improvement of the German-French relations. He has been appointed "Chevalier dans l'Ordre des Palmes Académiques". Also in July 2003, he has been appointed to the education authority of the University of Karlsruhe.

On October 30<sup>th</sup> 2003, Roland Mack has been elected "Entrepreneur of the Year" in the category "Services" by the management consultancy Ernst & Young.

On the occasion of the "Berliner Tourismusgipfel 2004" (Berlin tourism summit), Roland Mack is honoured with the "Innovationspreis 2004" (Innovation Award) of the German Tourism Industry on September 20<sup>th</sup>, 2004. The largest seasonal leisure park worldwide is an outstanding

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example of innovation, explains Klaus Läßle, chairman of the BTW (Berlin Tourism Industry).

In addition to all of these duties, Roland Mack is associate of the Heinrich Mack GmbH & Co in Waldkirch, which is one of the leading manufacturing companies of fun rides in the world.

Roland Mack is married to his wife Marianne since 1974. He has two sons Michael (21.12.78), Thomas (04.01.81) and one daughter Ann-Kathrin (19.10.89).

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