

SIM Theme Park

You design it. You build it. You ride it.

BUILD THE ROLLER COASTER RIDE OF YOUR DREAMS!

Tips for creating the perfect Theme Park





PRIMA'S OFFICIAL STRATEGY GUIDE

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This book was created in the UK. In the US, Theme Park World is known as Sim Theme Park.

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FOREWORD

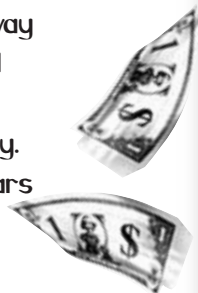
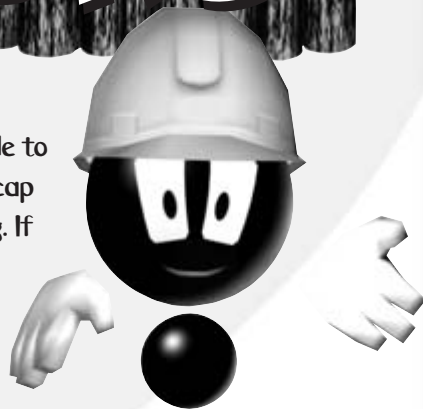
Welcome to Prima's Official Strategy Guide to **THEME PARK WORLD**—the latest madcap management masterpiece from Bullfrog. If you're a fan of the big roller coaster and ride parks—like Six Flags Magic Mountain, Universal Studios, Disney World or Alton Towers—then this is the game you've always dreamed of.

I was a massive fan of the original **THEME PARK** on the Amiga—I bought an accelerator card just to play it!—and spent way too many hours designing and tweaking parks. What really fascinated me was the interaction of the customers and staff. In my head, I assigned all manner of reasons as to what the little people did and why. At one time I furiously went on a sacking spree, convinced that the stars above my entertainers' heads were because they'd been drinking. But when I finally got my hands on a strategy guide, it turned out my security was lax and thugs had been beating them up!

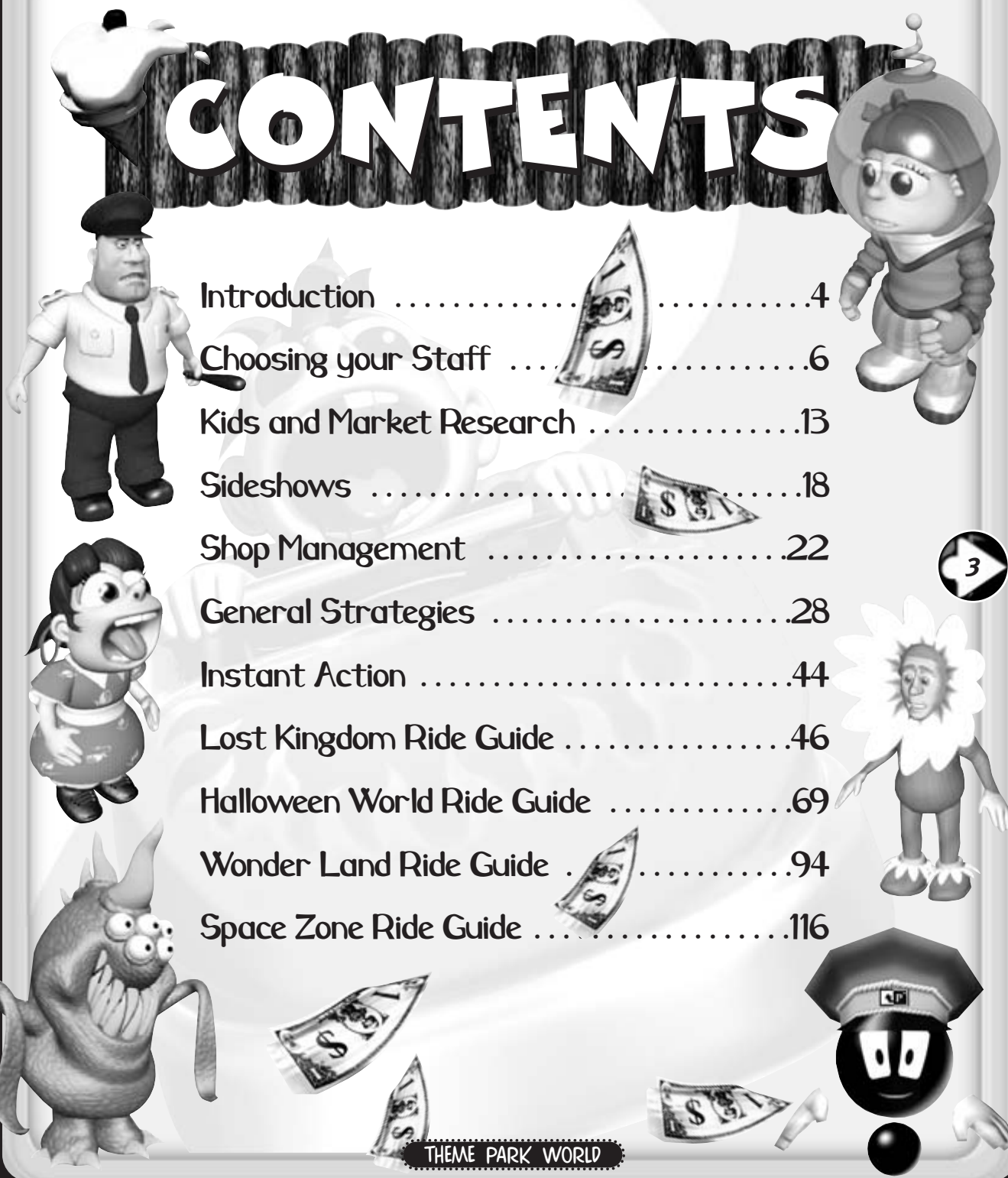
So, when the chance to work on a guide for **THEME PARK WORLD** came along I jumped at it. This book is the result, and I hope it helps explain how to make the most of your parks, the way the original helped me. **THEME PARK WORLD**'s free-form style means that every park is different and unique. So this guide doesn't hand out rigid solutions, but offers advice and explains some of the less obvious game mechanics. It aims to empower you to create truly mad theme parks really quick, but without the normal blood, sweat and tears.

TRENTON WEBB

PRIMA'S OFFICIAL STRATEGY GUIDE



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SIM Theme Park™

Eguide

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- 1 INSTANT GRATIFICATION!**
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GENERAL STRATEGIES

Each of the four theme parks features different rides, challenges and problems, but there are certain core strategies applicable to them. This section details just how to make the most of your money and keep the kids happy—or at least spending heavily.

GOLDEN GOALS

To start with, that oh-so-helpful advisor only coughs up the one Key, so you can take control of the Lost Kingdom or Halloween World. Your ultimate goal is to tackle the Space Zone, but total success there will only be possible if you've gathered all the Keys and Golden Tickets from the other three worlds. Work your way through the parks one at a time, getting every Key and Ticket you can. There are lots on offer, but each park will make you meet some tough targets to get them all.

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WHAT ORDER TO TACKLE PARKS

Skip ahead as soon as you have the Keys to do so, but it's the Golden Tickets that can really give you a head start in Wonder Land and Space Zone. You can get into Wonder Land after earning six Golden Tickets, but there are more than that on offer in Lost Kingdom and Halloween. After grabbing 12 tickets you'll have 5 Keys, and that gets you into Space Zone. If you want a full complement of mystery rides in the Space Zone, you'll need more than 11 tickets—and that only leaves you one spare to use in the other three parks!



OPTIMUM GOLDEN TICKETS USAGE FOR EACH PARK

World	Suggested maximum ticket use
Lost Kingdom	1
Halloween World	1
Wonder Land	6
Space Zone	11



Getting Golden Tickets is very important, not just for opening up other parks, but for getting the rides that can help you succeed in those parks. Don't waste tickets on the mystery rides in the Lost Kingdom or Halloween World—you should be able to deal with them without the pulling power of the mystery rides. The mystery rides really come into their own when you enter Wonder Land or Space Zone. Check them out in the Ride Guides to those worlds.

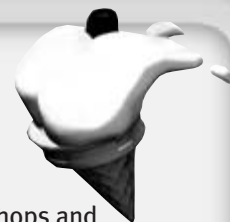
The later parks require you to meet tougher success levels, so a fast start with lots of customers charging through your gates to spend their cash is a big advantage. A great way to get those customers is with the mystery rides. They aren't the most exciting or expensive rides you can build, but with the Golden Tickets they're free! So save up those tickets for the Space Zone in particular, and instead of opening your park with four rides, you can have seven!

You don't *have* to have those mystery rides to succeed in the Space Zone, but with money tight to start with, it's a great boost to have a flood of customers at the start rather than a trickle. The extra rides also mean you can charge a higher ticket price from the start without a murmur of complaint from the paying public.

STARTING OUT

Here you are with a shiny new park, a blank canvas on which to paint your masterpiece of modern leisure management, but where do you start? To begin with, don't race to open those gates just yet; you aren't going to start losing money or customers until you've built a few things and hired some staff. Study your options, look around the place and plan where you want things to go in the future.





BUILDING RIDES

Initially you've only got a few rides, shops and sideshows to choose from, but even with these limited resources you can build a profitable park. Amongst your starting list of rides at each park (or in the first research group) is a real star attraction. It's not hard to spot—it's the expensive one! Your strategy should be based around this first big ride, because that's the one all those eager customers are going to

want to get on. So you should put it right by the front gate, right? Wrong!

MAIN ATTRACTIONS AVAILABLE AT START

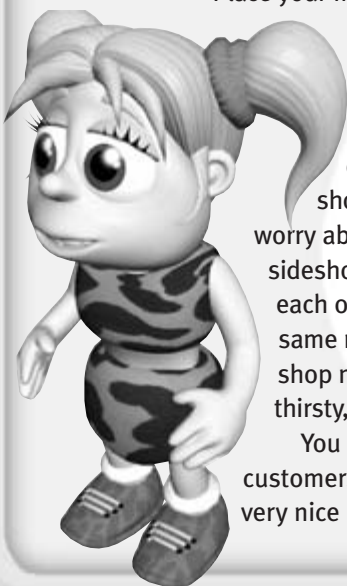
World	Main starting ride	First main attraction to get
Lost Kingdom	Aztec Mayhem	Temple of Gloom
Halloween World	Tentacle Terror	Hades
Wonder Land	Candy Coaster	Taptastic Rapids
Space Zone	Escape Velocity	The Blobulator



A roller coaster or other big ride may be your star attraction, but it doesn't earn you enough money—nor do any of the rides. It's the shops and sideshows that keep your accountants happy, so direct your customers there.

PLANNING YOUR PARK

Place your main attraction well back in the park and make sure that the route to it winds past every other ride, shop and sideshow. Give those eager little human piggybanks every opportunity to wander into a shop and hand over some cash. Don't worry about duplicating shops or sideshows; you're going to need lots of each of them. Just don't put two of the same next to each other. Put a drinks shop next to a fries shop since all those salty fries will make customers thirsty, and help your drink sales too!



You may be tempted to have a wide-open layout to your park and give customers lots of room with a nice grid system to get around easily. That's all very nice but it won't help your profits. If you plan things that way, you'll be



left with areas of your park that turn into barren wastelands left to rust, with unused rides and shops that treat customers like an endangered species. That cute, bouncy dinosaur castle may delight the kids when you first open, but no one's going to make a detour for a bounce on Dino when there's a Gorilla Thrilla in town!

Plan your park so that every shop and sideshow you place is on the direct route to or from your main rides. It doesn't matter too much if that means you end up with a path that snakes its way through your park like a demented light cycle. It just means punters have to stay in the park longer! Remember to think ahead: you'll be building some monster roller coasters, kart tracks and water slides, so make sure you leave plenty of room in between the rides for those all-important shops.

MANAGING SHOPS AND SIDESHOWS

You're not running a charity here, making serious money is your aim. The shops and sideshows are your main source of income, so bleed your customers' pockets until they've nothing but small change—and then get that off them too. Start by upping the price of the goods by at least \$5–10. You need a bigger profit margin and they'll pay it.

In the food shops you should vary the amount of the 'magic' ingredient. In fries, it's less salt; in

drinks, it's more ice; in burgers, it's more fat; and in ice creams, it's less sugar.

Changing the amount of magic ingredient you put in, the less the food costs to make and the higher your profit. You can even reduce the quality of the food! For a full list of the shops and their options, go to the Shop Management section.

Be careful about how far you go with these cost-cutting, profit-maximising measures





because of the effects they can have on customer satisfaction and customer digestion. On the whole though, it's possible to get away with just about anything. Later on you'll want to change these ratios, but for now we need money to expand the park, so rake it in and leave those moral, health and hygiene issues for later!

Sideways can also be manipulated to get more money out of them, but finding a winning formula may prove trickier. You can change the chances of winning and the cost of the prize, so finding the right formula to make money *and* keep your customers happy is tricky. A really expensive prize will certainly entice customers in, but you don't want it being won too often—if at all! To start with, increase the price of the game, increase the cost of the prize and reduce the chances of winning to... well... zero! (Just don't tell the cops!)

The market won't stand anything too ridiculous in the price range, but you'll be amazed what some people will pay to see a fortune teller or to get into an arcade! The key thing to watch is the monthly profit figure. If this isn't a healthy figure (into the hundreds of dollars for each sideshow) then raise those prices! You'll find more details about this in the Sideways section.

HIRING STAFF

The park isn't going to run itself, so you need a good team of people to keep the place going.

Maintaining the staff is the main ongoing cost of running the park. A ride costing \$10,000 may seem expensive, but your profit margin is more likely to get eroded by not having the right staff and using them incorrectly.

Leave hiring the staff to the end since you can open up while you're hiring without any problems



occurring. To start with, you don't need a big team. It's more important you get skilled staff than to get the first ones that come along. It gets harder to find the top-notch employees in Wonder Land and Space Zone, but in the first two parks only hire the most costly and therefore most skilled workers.

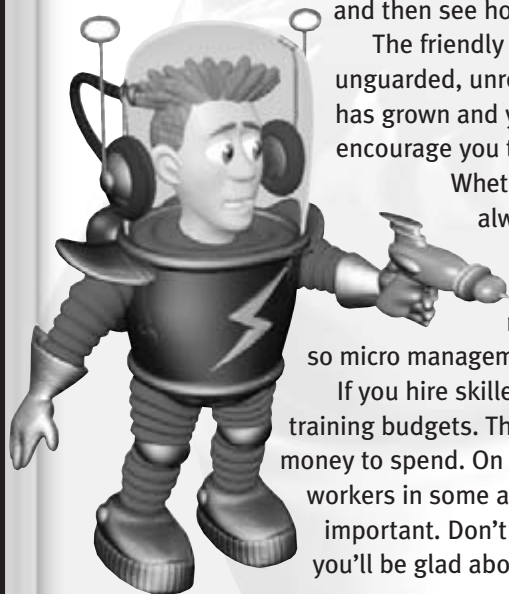


Top-of-the-line cleaners cost \$80 per month and you'll probably need a couple of them. Mechanics are much more expensive—\$240 for skilled ones. Two mechanics should do for starters. Entertainers are cheaper at a maximum of \$80. One of these costumed drama school rejects is enough. Guards are \$160 top-whack; two is plenty to keep the little ruffians in order. Scientists will set you back \$240, but the number you employ depends on how fast you want to research new rides, upgrades, shops, sideshows and features. Hire a couple and then see how your profit margin is looking before going for any more.

The friendly advisor will advise you that areas of your park are unclean, unguarded, unrepaired, unentertained or unresearched. Once your park has grown and you have several staff to manage, the advisor will encourage you to set patrol routes for your staff.

Whether you set your employees up with patrol routes or not, always make sure you have non-patrolling workers who you can call to a problem. It's possible to run a perfectly good money making park without assigning a single patrol route. You might need a few more staff to do it with though, so micro management of patrol routes could give reduced payroll benefits.

If you hire skilled staff to start with, you won't need to worry about the training budgets. That's a luxury you can indulge later when you have plenty of money to spend. On the later parks you won't be able to get the most skilled workers in some areas though, and allocating funds to training is more important. Don't break the bank to do it, but train them from the start and you'll be glad about it later.



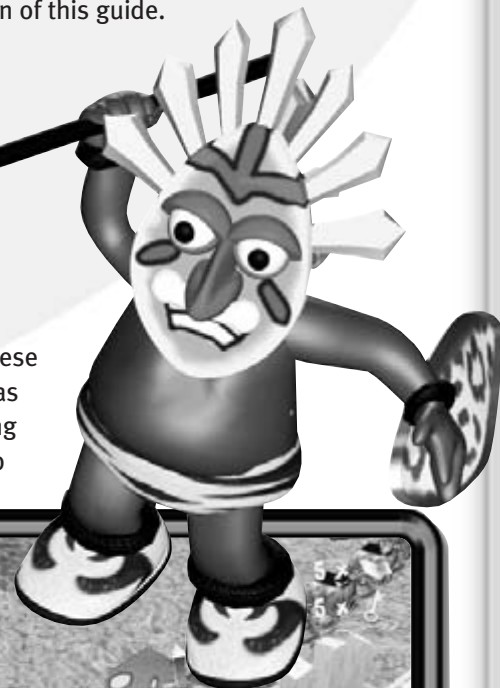


It's critically important to buy a staff room for your workers. If you don't, they'll quickly tire and just stand around aimlessly doing absolutely nothing! It doesn't matter where you put staff rooms in a small park, but bigger parks will need more staff rooms strategically placed. Your employees have to walk to and from the room, so short walks to their rest area mean they are working more of the time. Find out more about your loyal employees in the staff section of this guide.

PLACING FEATURES

The only other essential items to have for your park to run smoothly from the start are on the miscellaneous items list. This is where you will find the staff room listed as well. All the items on the list are relatively cheap, but there are three that are genuinely useful.

The most important are the toilets! Without these you will have customers running out of your park as fast as their crossed-legs will carry them and taking their lovely money with them! Toilets don't take up much space, so just dot them around where you can and make sure you have cleaners nearby. It may be tempting to put toilets near the exits to rides, but as all toilets get smelly at some time, this isn't such a good idea. Imagine you've just been on a big coaster and get off feeling a bit queasy, then you walk past a fuming toilet... it could be



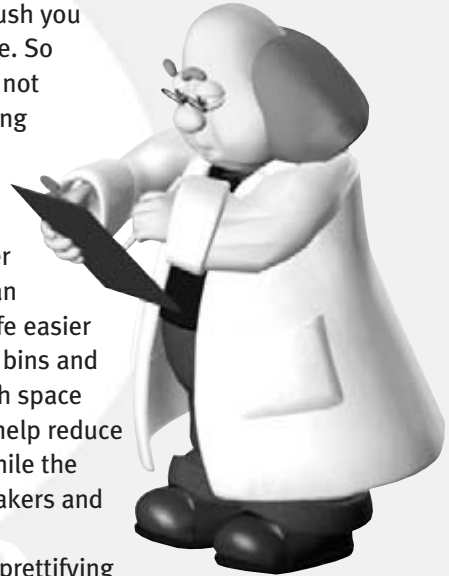


enough to push you over the edge. So it's probably not worth inflicting such a risk on your customers.

Two other items that can make your life easier are the litter bins and

security cameras. Neither of them takes up much space and they can help reduce your staff costs. Bins help reduce the amount of rubbish and need for cleaners, while the cameras keep a watchful lens on little troublemakers and reduce the need for guards.

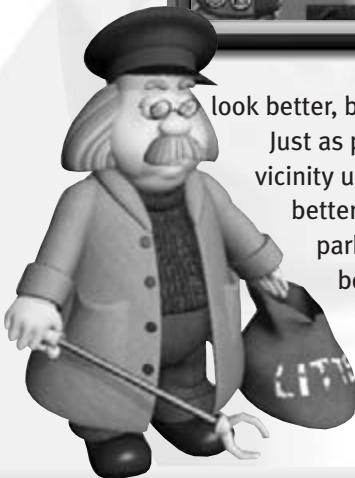
If you have any spare cash to splash out on prettifying your new park, then there are other items you can buy. They serve no useful short-term purpose except to make your park



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look better, but they do affect the happiness ratings of your visitors.

Just as piles of litter and pools of vomit make those customers in the vicinity unhappy, so trees and statues make those around them feel better. Eventually, you'll be looking to ensure that every corner of your park is covered with bushes and that fountains break up dull boulevards. Many of the miscellaneous items help in this respect and make the park more enjoyable. A pretty park is a happy park, but you've got to be in profit before worrying about the state of your landscape gardening efforts.





EXPANDING YOUR PARK

Once you've established a park and have some money coming in, start thinking about expanding it and get to earning those precious Golden Tickets. There are lots of different factors to manage, but keep a cool head and you'll soon have it cracked.

MANAGING MONEY

Your first instinct may be to get a big loan and buy everything in the park—don't! This is a

tactic you should only attempt once you've gained some experience. Otherwise, you'll just face a long list of problems which will get worse before they get better.

First, make sure your park is actually making a profit each month. If it isn't, then you've got to take steps to make sure it is before doing anything else. The initial \$50,000 should easily be enough to set up enough rides, shops and sideshows to make a profit. If you show a monthly loss when you haven't spent money on any new buildings recently, this is a sure sign that you need to increase the prices in your shops and sideshows, reduce your staff costs or sell off unnecessary rides.

The safest way to finance new rides, shops and staff is to wait until your park makes enough profit to afford them. That way, you can't go wrong. However, there are times when you might need just a little extra cash to finance your new wonder-ride that will pack the park out.

There's one important thing to watch out for when taking out a loan: monthly repayment. That's how much more money you must make each month if the loan isn't to plunge you deeper into debt. With that in mind, go for the longer loans at a lower interest rate.

If your park is really raking in the cash, then you may be





able to finance several loans or one really big loan. But always make sure you're making a healthy enough monthly profit to pay off the loan or you'll dig yourself a big hole. It's not that easy to go bankrupt, but lots of big loss-making loans can lead you to rack and ruin.

If a loan is your last resort to avoid bankruptcy then it's probably a lost cause anyway, but use that money to keep you going while you do everything possible to cut your costs and maximise your income. The number and the size of loans varies with each park, and is dependent on your circumstances. The size and quantity of loans is calculated against the size of your park minus the current level of outstanding debt, so it's possible that in times of crisis there may be no loans available! In order to avoid this, if money's getting tight and you think you may need a loan, keep checking the loans menu and be ready to pounce on a good offer when it presents itself—because it may not be there when the figures turn red.

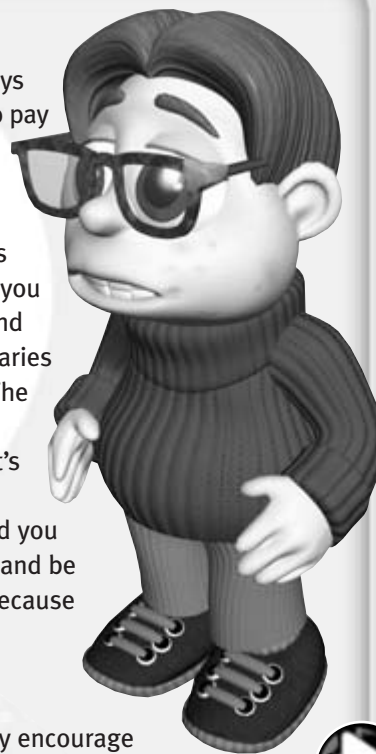
BUILDING RIDES

Rides don't directly generate income for your park, but they encourage more customers through the gates. That means you should build a new ride whenever you have enough money to do so.

The less exciting rides should be put on the routes to the more exciting roller coasters, otherwise they won't get much use. However, all the rides encourage customers inside, and increase their satisfaction levels. Building more than one of a certain ride, particularly the big attractions, can boost attendance, but nowhere near as much as a new ride can.

Less exciting rides can be modified to increase potential by changing their speed, capacity and duration. The detailed Ride

Guide section shows you some suggested settings for doing this. The balance to strike is between excitement and reliability. Make sure the ride is giving as many thrills as possible, but not breaking down all the time. Bear in mind that if the operating speed and capacity are in the red part of the bar and not the green, you'll gradually reduce the life of the ride until all you can do is scrap it. Beware of maxing out the excitement levels for roller coasters. This can give your customers some problems once they get off, and your cleaners won't appreciate the results. The kids may even be too scared to get on in the first place!





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Finding the space to fit all your roller coasters, kart tracks and water slides can be a problem. You can wind them in amongst each other, but don't settle for a tiddly track if you're running out of land. Wait until you have the money to buy enough land for a good track. It looks better, the public like it and it may well help with a challenge or to get a Golden Ticket!

You will need a lot of money to buy more land, but by the time your park has used up all the initially available space, you ought to be making enough profit to be able to afford it. It doesn't matter too much how your park grows, but a quick look around should enable you to see which is the most sensible route to expand your park. The four park layouts are different and have areas that can restrict your paths and building, but none of them are very complicated.

The important thing to remember when building rides—particularly the coasters and tracks—is to have enough money and space to build plenty of shops and sideshows on the route to the ride. If you've got any doubts about the cash or space needed, then build the money-making buildings first and then put the ride in.





RESEARCHING RIDES

You must research all the rides before you can build them. To research rides, you need scientists. The more you have, the faster you can research your rides. Scientists can also research upgrades to the rides, shops, sideshows and other miscellaneous items.

You can't research all of the rides straight off, but by studying the ride guide you should be able to pick out which rides to go for in each research group. This is particularly important when you're trying to boost your park's attendance and need a main attraction. Research roller coasters first, then kart tracks and water rides, as these are your headline attractions. The roller coasters get priority as a loop option is added when they are upgraded to Level 2, which allows you to make these rides even madder—which pleases both the kids and the eye!

Also put a lot of research into shops and sideshows as early as possible. The more variety you have in your shops, the easier it is to relieve customers of their money. There are only so many drinks and burgers you can sell to each kid, so entice them with balloons, gifts, costumes and other cheap branded merchandise as soon as possible.

Leave researching the upgrades and miscellaneous items for last; they aren't as critical to the success of the park. However,



GENERAL STRATEGIES



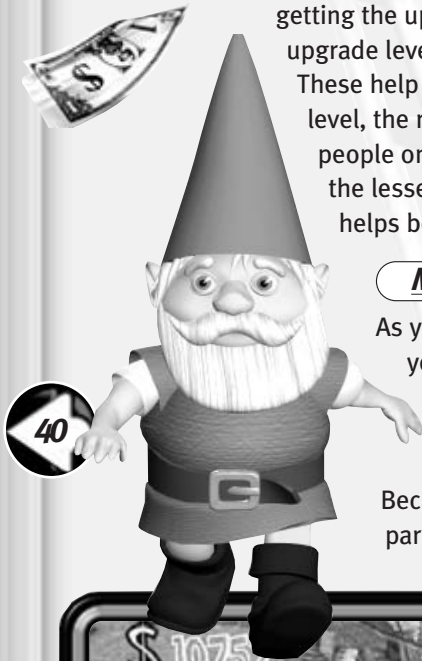
getting the upgrades can really help boost the park. Each ride has two upgrade levels, which increase the speed, reliability and capacity of the ride. These help out in several ways: you can greatly increase the excitement level, the rides are less prone to breaking down and you can get more people on the more popular rides. Upgrade your main attractions first, but the lesser rides are also worth improving; it doesn't cost much and it helps boost attendance and satisfaction.

MANAGING STAFF

As your park expands, the demands on your staff increase. Every time you expand the facilities you need to take on more cleaners, mechanics, entertainers and guards. The entertainers are the least essential workers, but major problems will quickly occur if you skimp on the others.

Because visitors hate a messy park, cleaners are vital to keeping the park clean. There's nothing worse than a park full of smelly toilets and vomit scattered around the more thrilling rides. Free-roaming cleaners will do the job, but by setting most of them on patrol areas, you won't need to take direct action very often.

Mechanics are critical if rides break down. Without them, your park will quickly grind to a halt. It's not so crucial to have mechanics on patrol areas because rides don't break down that often. However, the bigger your park gets, the more important it is to have mechanics close to all





your rides. You can't afford to wait for a mechanic to walk across half the park while your best ride out of action all that time.

It is quite easy to monitor the state of all your rides yourself from the information screens. You can check them out every few minutes and call a mechanic to any ride in a

poor state of repair. Just make sure you have plenty mechanics available!

Don't forget to train staff, particularly in Wonder Land and Space Zone, where you can't hire fully skilled mechanics, entertainers and scientists. Improving their skills means they work faster and save you having to employ more workers. Spare what you can for the training budget without denting your profitability too much.

To train staff quickly you need to spend a lot of money— between \$500–1,000. Even then it takes many months to give a \$60-a-month cleaner the skills of an \$80-a-month cleaner. Training them on a trickle budget of \$100-200 will still improve their skills, but it will take years to really see results. The most skilled workers also benefit from further training, but the skill improvement gets less and less for your money. Also, their wages increase as their skill level does, so you might as well hire the most expensive you can get in the first place!



GENERAL STRATEGIES



Guards and entertainers are the most hire-and-forget of all the staff, particularly if you give them patrol areas. They will just get on with their task of policing or entertaining without any further interference from you. Just remember to hire a new guard or entertainer for each new area of park you open up.

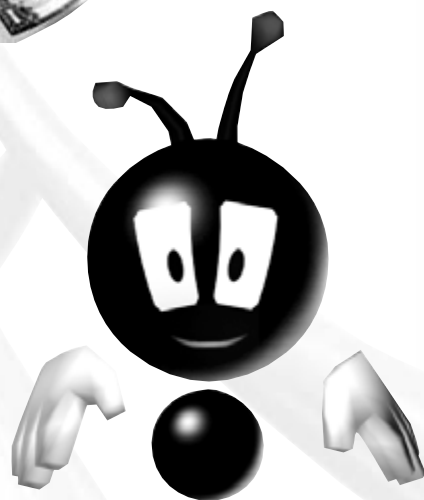
GOLDEN GOALS

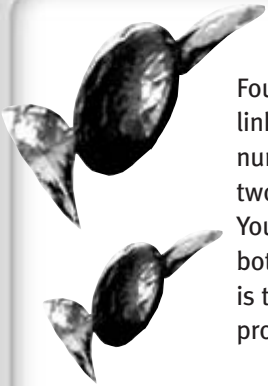
As your park expands you will be awarded Golden Tickets for achieving a range of targets. These are the same basic aims for each world, but the targets get tougher to achieve as the game goes on. The six goals you have to achieve are the following:

- Total number of visitors
- Number of people in the park
- Happiness
- Profit in a year
- Visitors in last six months
- All items researched and built



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Four of these goals are all quite closely linked; they all need you to maximise the number of people visiting the park. The two that conflict are profit and happiness. You'll find it virtually impossible to get both at the same time. The best approach is to earn the profit first and then sacrifice profitability to make people happy!

Making profit has been covered fairly thoroughly already: jack up those prices, cheapen those ingredients, sell, sell, sell! Making the park-goers happy is trickier—they're a fickle lot!

Start by making all the goods in your shops top quality and reduce the prices as much as possible. Take out all the fat from burgers and all the ice from the drinks. Lower the salt quotient on the fries (too much salt makes people thirsty and therefore unhappy) but stoke up the ice creams with sugar. Reduce the entry fees to sideshows as much as possible and make the prizes bigger and easier to win. Now you should start to see some happy kids!

It doesn't stop there though, because customers like to see a

clean, well-managed park.

This is where hands-on staff management helps.

Make sure every toilet is kept spotless, that rides never break down and that entertainers keep everyone happy. Lower the entry price to the park and make sure every ride is set to give the customers what they want. You want the rides to excite them, but not scare them or make them ill!

Change the paths in the park to make some areas easier to access and build lots of scenery to beautify your park.





INSTANT ACTION



If you don't fancy taking on the might and detail of a full simulation, you can always dive straight into an Instant Action game in the Lost Kingdom. Everything works very similarly to the full simulation, but there are quite a few simplifications that make it a quicker and easier game.

MONEY, MONEY, MONEY

Cash is a lot easier to come by in the Instant Action mode—you get \$100,000 to start with instead of \$50,000. As if that weren't enough, the customers are even prepared to pay a lot more to get into your park! Now what more could you ask for? Cheaper staff?! Oh, all right then, you can have those too—and that's really going to make running things more affordable.

EXPANSION PLANS

Not only do you get easier access to money, you also get to do more with it. You can build far more extravagant kart tracks and water rides because the cost of track has been reduced. It's also easier to get the space in which to build them because the cost of buying expansion land has been brought down.



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