

NEWS RELEASE

CHANGES AHOY AT CHARLIE'S ADVENTURE LAND

St. Austell, Cornwall, UK – 15th January 2010 – Town and Country Markets Ltd, operator of the St. Austell-based Cornish Market World, has announced a deal to acquire the visitor attraction, Charlie's Adventureland, along with additional land surrounding its market site.

Charlie's Adventureland was established in 1997 as a visitor attraction situated along side Cornish Market World and over the years it has proven to be a popular destination for locals and tourists.

Ken Gorvin, current owner of the site commented: "Town and Country Markets are currently operating the main market site, an Ofsted-approved day nursery called The Kids Academy and the Kidzworld play facility, so it made perfect sense that they take over control of the rest of my site."

"They have big plans and I understand that this will include use of the 13 acres of field which will offer them great potential to expand their facilities.

"I plan to emigrate to Australia with my family and it's nice to be able to leave the site in a safe pair of hands."

Malcolm Ball, chief executive, Town and Country Markets, added: "We currently operate around 19 markets in England and Wales and Cornish Market World is one of our flagship sites."

"We have recently been awarded the operational contract for London's historic Old Spitalfields Market and that, along with this new deal here in Cornwall, best represent our medium to long-term business plan.

"The acquisition of Charlie's and the adjacent land will now enable us to drive forward with our ambitious plans to add much-needed outdoor leisure facilities that the local community and visiting tourists can use.

"Along with a new name, we will be reorganising and updating the Charlie's facility, to give it a much broader appeal.

"The adjacent Kidzworld attraction appeals to the 2-12 years age bracket, so we are aiming the new 'Charlies' at young teenagers through to young adults - a section of society that is often poorly catered for.

"It is our intention to make the whole site a major Cornish visitor attraction that will draw in people from far and wide. They can come along for their shopping, entertain the kids in our play facilities and take part in a number of leisure activities.

"This venture will require significant financial investment by our company and this will not only give a boost to the local economy, but it will result in the creation of a number of full-time jobs; something that I'm sure will be welcomed during these difficult times."

The company will be shortly announcing further details of its plans, along with a competition to suggest a new name for the Charlie's Adventureland facility.

Details will be published on www.cornishmarketworld.com

ENDS

Notes for News Desk:

Wellington Market Company Plc

Wellington Market Company and its wholly-owned subsidiary, Town and Country Markets Ltd, operate 19 markets throughout the UK and in the year ending 31st December 2008, turned over approximately £7m with around 80 employees.

Websites:

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