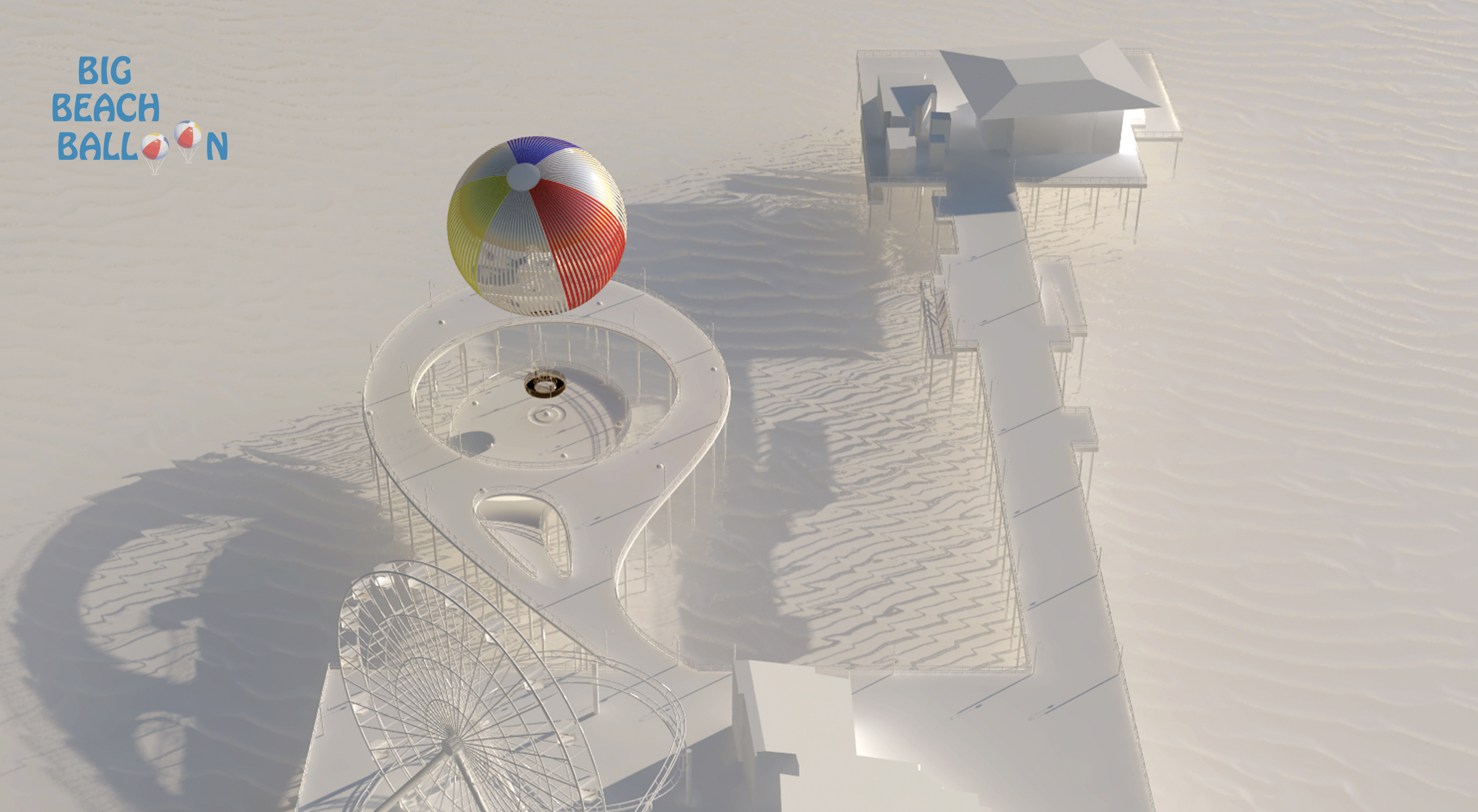
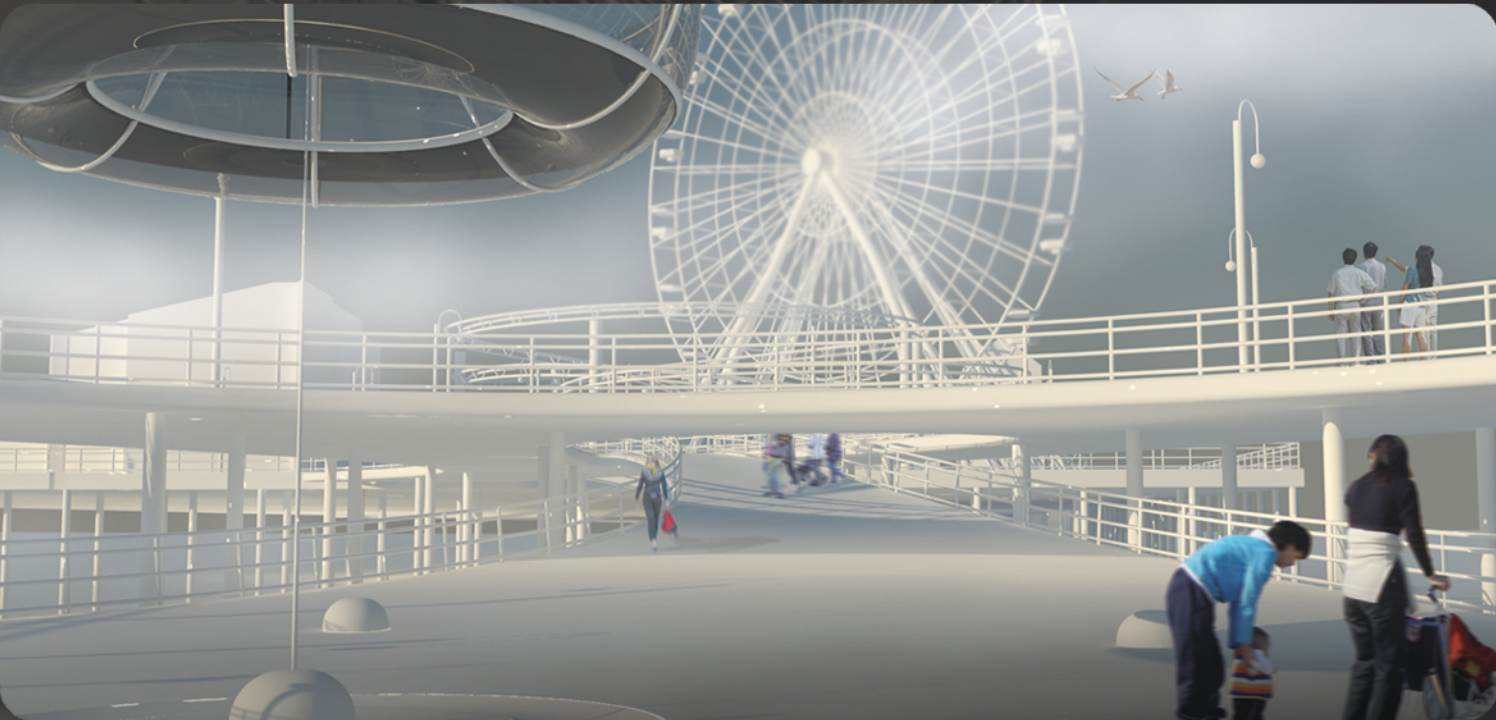


BIG BEACH BALLOON



ADMIRING THE SUN'S REFLECTED LIGHT AFTER DARK



AFTER THE RIDE, HEAD UP THE RAMP TO THE OBSERVATION PLATFORM



THE OBSERVATION PLATFORM OFFERS AN IDEAL VIEW OF THE BALLOON AND BEYOND

IMAGINE EXPERIENCING SANTA MONICA FROM DRAMATIC NEW HEIGHTS. HIGH ABOVE THE BUSTLING HISTORIC PIER, **BIG BEACH BALLOON** GENTLY CARRIES EXCITED PASSENGERS SKYWARD. BY CONNECTING THE PIER'S AMUSEMENT PARK CHARACTER BELOW WITH SPECTACULAR PANORAMIC AERIAL VIEWS ABOVE, THE DESIGN AIMS TO CELEBRATE SANTA MONICA'S BLESSED LOCATION, WHILE SEAMLESSLY HARNESSING ONE OF ITS MOST ABUNDANT RESOURCES . . . THE SUN.