

FOR IMMEDIATE RELEASE

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Pale Blue Dot Ventures Reaches Milestone on Space Base California (CalSpace)

Lompoc, California – Pale Blue Dot Ventures, Inc. has completed its experience design brief, creating the initial conceptualization for the project, a portfolio of possible elements, and early ideation for site planning. The design brief was developed by Pale Blue Dot’s creative team at IDEAS and shared informally with local stakeholders.

“The hallmark of our experience design work is our StoryJam process”, notes Bob Allen, IDEAS’ CEO and project Creative Director. “We spent one full day with a group of local community leaders, space-industry experts, writers, and designers and another with regional educators to harvest great stories pointing at how this project could be designed. That collection of narratives forms the basis of our initial design work.”

David Exline of Irvine, CA based Exline Design and Architecture is the team’s head of design. “The project is blessed with a unique site featuring dramatic California-canyon topography. Our early conceptual master plan has carefully placed our guest experience components around a central court, creating what looks like a futuristic outer-planetary outpost with clean, smooth building forms punctuated by functioning wind turbines, solar panels, and radar dishes rather than a traditional looking earth-bound campus. Building elements have been sited with careful consideration for views of rocket launch locations at Vandenberg AFB because this will be the premiere place on the US West Coast to watch rocket launches.”

Pale Blue Dot Founder and CEO Steve Franck believes the project is perfectly timed. “This past weekend, over 10 million people watched the first human launch aboard a SpaceX Falcon 9 rocket from Kennedy Space Center since the end of the Shuttle program 9 years ago. Thousands more flocked to Florida’s coast to see the Dragon spacecraft departure in person. The public fascination with the next generation of space flight has never been higher. NASA plans for a man and a woman to return to the Moon by 2024, and subsequently establish a deep space gateway to explore Mars. We hope



to build a singular location that will advance the science and story of space exploration, and do our part to inspire the next generation.”

Pale Blue Dot Ventures completed its initial seed capital round which advanced the project to this milestone and is in the middle of a second fundraising round now. Next steps include critical market analysis, further design development, and to complete exclusive negotiations for the site, all leading to a detailed project development and operating timetable.

“I’ve never been more positive” notes Franck. “We want to tell this epochal story.”

About Pale Blue Dot Ventures

The Pale Blue Dot was a picture of Earth taken in February 1990 by the Voyager 1 space probe at a distance of 3.7 billion miles, as it left our solar system for the last time. The picture was suggested by astronomer and author Carl



Sagan. With a mission to Educate, Entertain and Inspire, Pale Blue Dot Ventures is focused on developing and exploiting commercially attractive, space-related entertainment enterprises and their intellectual property portfolio. Our website has a short overview video of our current project. www.palebledotventures.com

About IDEAS

IDEAS is a Brand and Experience Design firm created in 2001 in a management-buyout of a division of The Walt Disney Company. IDEAS creates, designs and activates experiential brands through media, immersive experiences and training for entertainment, enterprise, government and healthcare clients worldwide. Connect with IDEAS at facebook.com/ideas.orlando and visit us at www.ideasorlando.com.



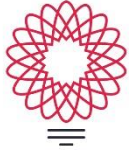


Figure 1 CalSpace Entry Plaza



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