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NEWS RELEASE

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## Universal Studios Japan’s “Minion Park,” the World’s Largest Minion Area,<sup>\*1</sup> Will Open in Early 2017

Join and celebrate Illumination Entertainment’s mischievous and unpredictable Minions’ world along with “Despicable Me Minion Mayhem,” – the brand new Minion-themed ride attraction

In 2016, during the 15<sup>th</sup> anniversary of its grand opening, Universal Studios Japan has been offering over-the-top events and attractions beyond guests’ imagination, as well as enjoying large numbers of visitors every day. In 2017 and beyond, guests will continue to be offered the world’s best entertainment.

Next up, in the first half of 2017, Universal Studios Japan will open “Minion Park,” the world’s largest\*1 Minion area, inspired by Illumination Entertainment’s *Despicable Me* franchise. There are so many Minions in “Minion Park” and now all guests, from children to adults, may now celebrate the world of Gru’s subversive and sweet henchmen alongside them.



**Debut of the brand new Minion-themed ride attraction, “Despicable Me Minion Mayhem”**  
**“Despicable Me Minion Mayhem” Ride** will open at “Minion Park.” The attraction’s setting is in the heart of supervillain Gru’s home/laboratory. Guests join Gru, his three daughters and the Minions on a heartwarming and hilarious 3-D ride, where they’ll be recruited for his latest scheme – and become an actual Minion. Riders are invited to board a vehicle that has been developed by Gru, then run through his laboratory, fly through the air, and fall head over heels back down to earth. This ride attraction features a giant nano-seam dome screen with a diameter of more than 20 meters and a state-of-the-art high-definition laser-projection system\*2. The guests, who are immersed in the world of the accident-prone Minions, will be able to experience the ultimate in realistic sensations...along with a series of unexpected surprises.

**Fully immerse yourself in everything Minions as the world’s largest\*1 “Minion Park” opens!**  
The world’s largest\*1 Minion-themed area, “Minion Park”—created with inspiration from characters in the *Despicable Me* series—opens in early 2017. In “Minion Park,” the mischievous Minions take center stage. The main feature of the Minion area is the brand new Minion-themed ride attraction, “Despicable Me Minion Mayhem.” Several themed facilities, including a toy store, sweets factory and hotel, will be in the area around the attraction. Of course, these facilities have already been “taken over” by the Minions themselves, who journey alongside guests through Minion Park via a winding, center passage.

### **Minion phenomenon is taking over Universal Studios Japan!**

Last year, *Minions* became the second-highest-grossing animated film of all-time worldwide. In Japan, the blockbuster film made approx. 5 billion yen at the box office. These achievements made *Minions* the single most popular Hollywood animation movie in the country.

Now, the Minion phenomenon is taking place at the Park! One of every three Park guests purchases Minion-related goods,\*3 and in summer 2016, a large number of as adults and children wore Minion costumes and joined the shows and parade alongside the Minions.

At last year’s Halloween event, more than 2,000 guests wearing Minions-themed costumes gathered in the Park, awashing the entire costume party venue in Minion yellow. Seeing hundreds of Minion-dressed guests is a common occurrence at the Park, and an atmosphere enlivened by the Minion phenomenon continues before “Minion Park’s” grand opening.

Universal Studios Japan is the only place in Japan where you can experience the world of Minions.

\* 1 Based on company research of the 3 facilities and areas themed Minions in operation worldwide in June 2016

\* 2 Based on company research of the theme parks in operation worldwide in September 2016

\* 3 Internal survey conducted in June 2015 at the Park

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### **About Illumination Entertainment:**

Illumination Entertainment, founded by Chris Meledandri in 2007, is one of the entertainment industry’s leading producers of event animated films. Illumination, which has an exclusive financing and distribution partnership with Universal Pictures, is the creator of the hugely successful *Despicable Me* franchise, which includes *Minions*, the second-highest-grossing animated film of all time, as well as *Despicable Me 2*, an Academy Award® nominee for Best Animated Feature of 2013. In all, Illumination’s films, which also include the 2016 record breaking *The Secret Life of Pets*, 2011’s

Hop and 2012's *Dr. Seuss' The Lorax*, have grossed more than \$4 billion in worldwide box-office revenues and feature some of the world's most renowned talent.

Upcoming films include *Sing*, starring Matthew McConaughey, Reese Witherspoon, Seth MacFarlane, Scarlett Johansson, John C. Reilly, Taron Egerton and Tori Kelly, which arrives in theaters in December 2016; *Despicable Me 3*, starring Steve Carell, Kristen Wiig and Trey Parker, which is set for June 2017; and a newly-imagined version of *Dr. Seuss' How The Grinch Stole Christmas*, starring Benedict Cumberbatch in the title role of The Grinch, which is set for November 2018. In addition, "Despicable Me: Minion Rush" (more than 750 million downloads) has become one of the world's most popular apps, and *Despicable Me: Minion Mayhem* attracts huge crowds at Universal Orlando Resort and Universal Studios Hollywood.

**Inquiries regarding Universal Studios Japan (general)**

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Universal Studios Japan official website <http://www.usj.co.jp>

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