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NEWS RELEASE

June 8, 2017

UNIVERSAL STUDIOS JAPAN® Introduces **SUPER NINTENDO WORLD**

New Themed Area Kick-Started with a
Groundbreaking Ceremony
on June 8, 2017

— "Mario Kart" to be brought to life in an exciting, new, state-of-the-art^{*1} attraction that will raise theme park entertainment to an entirely new level—

At 10:10 a.m. on June 8, 2017, Universal Studios Japan held a groundbreaking ceremony for "SUPER NINTENDO WORLD™," the world's first^{*2} Nintendo-themed expansive entertainment areas featuring Nintendo's legendary worlds and characters.

"SUPER NINTENDO WORLD" will present the exciting world of Nintendo, which originated in Japan and is now hugely popular around the world – and which is expected to boost the attendance of Universal Studios Japan in the years to come. The more than 60 Billion Yen Project is set to open in time for the 2020 Tokyo Olympics.

An all-new "Mario Kart" attraction will be part of "SUPER NINTENDO WORLD" and will bring the hugely popular Nintendo game to life in a way that takes theme park entertainment to an entirely new level and goes beyond what Nintendo fans and theme park fans have ever seen.



(From left to right: Mr. Mark Woodbury, Mr. J. L. Bonnier, Mario, and Mr. Shigeru Miyamoto)

"SUPER NINTENDO WORLD" will bring the fun of Nintendo games to life within an expansive, highly themed environment. Guests will enter a world of excitement where they will feel as if they are playing inside their favorite Nintendo games. The creative visionaries behind Nintendo's legendary worlds and characters are working together with the creative teams behind Universal's blockbuster theme park attractions. Universal Orlando Resort and Universal Studios Hollywood have also announced that they will also feature Nintendo-themed areas in the future.

■ Groundbreaking Ceremony

A huge, themed stage was specially set up on the planned construction site of "SUPER NINTENDO WORLD," recreating the world of Nintendo's globally popular "Super Mario" series. Mario took the stage and presented an exciting show, bringing the action and adventure of the Nintendo video game to life while encountering Goombas and Koopa Troopas and collecting coins. Mario then interacted with Mr. Shigeru Miyamoto, Director and Creative Fellow of Nintendo, Mr. Mark Woodbury, President of Universal Creative, and Vice Chairman Universal Parks & Resorts, and Mr. J.L. Bonnier, Chief Executive Officer and Representative Director of USJ Co., Ltd. Mario and the key members of this project hit the "Question Block," which is one of Mario's signature moves. The "Question Block" released a multitude of confetti themed "Super Mushrooms," "1-Up Mushrooms," "Star Bits" and "Coins." Finally, multiple-colored fireworks shot up into the air, celebrating the launch of this grand project.

■ Speakers' Comments

Breaking ground on the construction of "SUPER NINTENDO WORLD" is an important milestone for Nintendo, Mario and myself. The Nintendo creative team and I are taking a fully collaborative approach towards this project, and the Universal creative team has been a talented and reliable partner in bringing the world of Mario out of video games and into real life. Their love and passion for Mario transcends words and language. I have many plans and ideas that will make you feel like you have set foot into a Nintendo video game, where you will be able to interact with familiar Nintendo characters. So much so that I am anxiously awaiting the day I can experience "SUPER NINTENDO WORLD" myself. (Mr. Shigeru Miyamoto, Director and Creative Fellow of Nintendo)

We have created a revolutionary partnership between two global entertainment companies. Our common vision is to bring the remarkable characters, stories and worlds of Nintendo to life in ways the world has never seen before. One centerpiece of "SUPER NINTENDO WORLD" will be the revolutionary "Mario Kart" experience – a new kind of attraction that takes theme park entertainment to entirely new levels" (Mr. Mark Woodbury, President of Universal Creative and Vice Chairman Universal Parks & Resorts)

"SUPER NINTENDO WORLD" builds on the success of everything we have done, including "Universal Wonderland," "The Wizarding World of Harry Potter," and "Minion Park." It is developed with an investment of over 60 billion yen. The new Nintendo themed area with a multi-level structure, will offer guests a unique experience and give both our domestic and international guests a completely immersive experience that includes multiple entertainment experiences through attractions, restaurants and shopping areas." (J.L. Bonnier, Chief Executive Officer and Representative Director of USJ Co., Ltd.)

■About SUPER NINTENDO WORLD

"SUPER NINTENDO WORLD" will be a huge area with a multi-layered structure, recreating the popular characters and themes from Nintendo video games, consisting of Mario Kart, highly unique and the first of its kind in the world ride attractions developed with the latest technologies^{*2}, shops and restaurants. The total amount invested in Universal Studios Japan alone will be more than 60 billion yen.

According to the estimate by Dr. Katsuhiko Miyamoto, Professor Emeritus of Kansai University, Japan, the

economic effect created by Universal Studios Japan during the 10 years following the opening of "SUPER NINTENDO WORLD" will be about 6,200 billion yen in the Kinki Region, and about 11,700 billion yen nationwide. The employment effect will be about 1.08 million people^{*3}.

^{*1} Based on an internal survey of the theme parks in operation worldwide in November 2016.

^{*2} Based on an internal survey of Nintendo brand characters and their worlds at other parks and themed areas around the world.

^{*3} Announced by Kansai University (December 12, 2016)

■About Universal Studios Japan

Universal Studios Japan is a leading theme park wholly owned by Comcast NBC Universal. The brand campaign of Universal Studios Japan is "Bring You the Best of the World" – Universal Studios Japan offers world-class entertainment such as authentic attractions and shows, based on not only Hollywood blockbusters but also on very popular world-class entertainment brands, and a variety of seasonal events entertain its guests to the fullest fun.

Universal Studios Japan has continued to evolve since its grand opening in 2001 and has been accelerating its evolution with the launches of world-class entertainment in recent years as well. *The Wizarding World of Harry Potter* was introduced in 2014 and proven to be immensely popular, *The Flying Dinosaur*, an epoch-making flying coaster was built in Jurassic Park in 2016, and *Minion Park* and *Despicable Me Minion Mayhem Ride* just opened in April 2017. Universal Studios Japan has boosted its awareness and succeeded in establishing its position as a prominent entertainment and leisure landmark drawing many guests from distant areas in Japan as well as overseas.

■About Universal Parks & Resorts

Universal Parks & Resorts, a unit of Comcast NBCUniversal, offers guests around the globe today's most relevant and popular entertainment experiences. With three-time Academy Award winner Steven Spielberg as creative consultant, its theme parks are known for immersive experiences that feature some of the world's most thrilling and technologically advanced film- and television-based attractions.

Comcast NBCUniversal wholly owns Universal Studios Hollywood, which includes Universal CityWalk Hollywood. It also owns Universal Orlando Resort, a destination resort with three theme parks (Universal Studios Florida, Universal's Islands of Adventure and the new water theme park, Universal's Volcano Bay), five resort hotels, and Universal CityWalk Orlando. In addition, Comcast NBCUniversal owns Universal Studios Japan, in Osaka and has a license agreement with Universal Studios Singapore at Resorts World Sentosa, Singapore. The company is also developing a theme park destination in Beijing called Universal Beijing.

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