



The Pokémon Company

**UNIVERSAL STUDIOS JAPAN AND THE POKÉMON COMPANY
ANNOUNCE CREATIVE ALLIANCE TO DEVELOP NEW INTERACTIVE ENTERTAINMENT
COMBINING INNOVATIVE TECHNOLOGY AND EXTRAORDINARY CREATIVITY**

**THE REAL AND VIRTUAL WORLDS WILL COME TOGETHER CREATING
A NEW REVOLUTIONARY THEME PARK EXPERIENCE**

OSAKA (October 6, 2021) – USJ LLC (headquarters: Konohana-ku, Osaka-shi / President and CEO: J.L. Bonnier) and The Pokémon Company (headquarters: Minato-ku, Tokyo / President and CEO: Tsunekazu Ishihara) announced a new collaborative partnership between the two entertainment leaders. Universal Studios Japan and The Pokémon Company will enter a long-term partnership to jointly explore groundbreaking entertainment that will immerse guests into the world of Pokémon with innovative technology and creativity beginning in 2022.



President and CEO of USJ LLC, J.L. Bonnier, and President and CEO of The Pokémon Company, Tsunekazu Ishihara, both commented on the joint partnership as follows.

■ J.L. Bonnier (President and CEO, USJ LLC)

Pokémon is beloved by fans around the world. We are honored to have a long-term partnership with The Pokémon Company while developing groundbreaking Pokémon entertainment at Universal Studios Japan for both Pokémon fans and our guests. The globally popular Pokémon characters combined with Universal's innovative approach to creating authentic and one-of-a-kind theme park entertainment promise excitement for the entire family. Our efforts to develop new guest experiences will continue to help reinvigorate the tourism market.

■ Tsunekazu Ishihara (President and CEO, The Pokémon Company)

The incredible team at Universal Studios Japan have the creative vision and leading expertise in world-class theme park technology to imagine a uniquely Pokémon experience. For 25 years, Pokémon has curated a legacy of trendsetting innovation while becoming one of the most beloved entertainment brands in the world through video games, animation, and more. This strategic alliance with Universal Studios Japan reflects our commitment to continue delivering the joy of Pokémon in ever evolving ways for years to come. We are looking forward to the day when we can welcome fans from around the world to all enjoy it together.

About Universal Studios Japan

Universal Studios Japan is wholly owned by Comcast NBCUniversal. Universal Studios Japan located in Osaka, Japan, has succeeded in establishing its position as a prominent entertainment and leisure landmark drawing many guests from distant areas in Japan as well as overseas. "Bringing You the Best of the World" - a theme park where its guests can have the world's best experiences and create the world's best memories, Universal Studios Japan offers world-class entertainment such as authentic attractions and shows, based not only on Hollywood blockbusters but also popular entertainment brands, and a variety of seasonal events entertaining its guests to the fullest. Universal Studios Japan has continued to evolve since its opening and has recently accelerated its growth with the launch of world-class entertainment experiences such as The Wizarding World of Harry Potter, The Flying Dinosaur, Minion Park and SUPER NINTENDO WORLD, a new area where you can enjoy entertainment based on world-renowned Nintendo characters and their worlds.

COVID-19 Precautions

The health and safety of guests and team members will always be top priority at Universal Studios Japan. USJ has continuously engaged with the industry and various associations to establish and update the "Novel Coronavirus Spread Prevention Guidelines for Theme Parks and Amusement Parks." Please check the official website (<https://www.usj.co.jp/web/ja/jp/service-guide/safety>) for details.

About The Pokémon Company

Pokémon was launched in Japan in 1996 as a video game franchise and has grown to become one of the most popular entertainment properties in the world. The Pokémon Company was established in 1998 to manage all aspects of the Pokémon brand. Today, Pokémon delights millions of fans around the world with video games and mobile apps, the Pokémon Trading Card Game, animation, movies, events, merchandise, Pokémon Center retail experiences, and more.

Corporate Website: <https://corporate.pokemon.co.jp/>

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General Inquiries regarding Universal Studios Japan:

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*Accessible from PC, mobile phones and smartphones. Please use in publications.

●UNIVERSAL STUDIOS JAPAN official Facebook: <https://www.facebook.com/UniversalStudiosJapan>

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