

## SUPER NINTENDO WORLD at Universal Studios Japan Set to Open in Early 2021.

First Expansive Nintendo Theme Park Area Will Immerse Guests in an Interactive World.

Exclusive Mario Cafe & Store to Open in Universal Studios Japan's Hollywood Area on Oct. 16, 2020.

Super Nintendo World, the world's first theme park area based on the characters and worlds of Nintendo, is set to open in early 2021. The opening date will be announced soon. Super Nintendo World will feature Mario Kart and Yoshi-themed rides and attractions, as well as restaurants, shops and other experiences that can only be found at Universal Studios Japan. The colorful and interactive area also offers a new theme park experience that lets guests immerse themselves in the world by wearing a special wristband called a Power Up Band. Using the wristband, guests can jump, hit blocks, collect virtual coins and items, and more to bring the experience of playing Super Mario games to the real world.



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※Image

Ahead of the opening of the long-awaited new area, the world's first Mario Cafe & Store will open in the Hollywood Area of Universal Studios Japan. When it opens on Oct. 16, the new café and store will feature exclusive themed food and merchandise in an immersive and authentic atmosphere.

The exterior of the café and store will feature oversized Mario and Luigi hat sculptures, as well as the iconic red and green color scheme from the Mushroom Kingdom. The interior will include checkered floors based on the iconic Mario Kart racing flags, LED signs and a luminous sky ceiling.



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- **Try out some food and drinks themed after Mario and Luigi**

Guests will be able to order from a themed menu in this stylish café full of Mario charm. They will be able to enjoy delicious Super Mario pancake sandwiches and cream sodas, or drink their favorite beverage inside a Super Mushroom Souvenir Bottle.



- **A full lineup of Mario merchandise featuring original designs from Universal Studios Japan!**

Located next to the café, the shop will offer merchandise with original Universal Studios Japan designs that feature characters including Mario, Luigi and Princess Peach. Guests will be able to accessorize and show off their iconic Mario looks! Stylish pouches, smartphone cases, key chains and more will be available in the store.



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#### 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* and *Minion Park* and *Despicable Me Minion Mayhem Ride*. Super Nintendo World at Universal Studios Japan will become a Nintendo-themed, expansive entertainment area featuring Nintendo's legendary worlds and characters.

## 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. Universal Parks & Resorts in the U.S. are Universal Studios Hollywood, which includes Universal CityWalk Hollywood; and Universal Orlando Resort, a destination resort with three theme parks (Universal Studios Florida, Universal's Islands of Adventure and Universal's Volcano Bay water theme park), eight resort hotels, and Universal CityWalk Orlando. Around the world, UP&R includes Universal Studios Japan in Osaka, a license agreement with Universal Studios Singapore at Resorts World Sentosa, and a theme park destination being developed in Beijing called Universal Beijing Resort.

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