

Exclusive Mario Cafe & Store opening in advance of Super Nintendo World's Grand Opening in early 2021. Mario and Luigi make a special appearance at the press ceremony today.

Universal Studios Japan held an opening ceremony and press preview of the new Mario Cafe & Store located in the park's Hollywood area before its grand opening on October 16, 2020.



Nintendo properties are trademarks and copyrights of Nintendo. © Nintendo.

At around 9:00am this morning, an opening ceremony for the new Mario Cafe & Store kicked off with a special appearance by Mario and Luigi. They greeted Super Mario fans and encouraged them to jump in Mario's iconic pose while cheering "Here we go" and "Mario Cafe & Store is now open!". Festive confetti in the bros.' iconic red and green colors burst into the sky to celebrate this momentous occasion.

The Mario Cafe & Store offers our guests exclusive themed food and merchandise in an immersive and authentic atmosphere. The exterior of the cafe and store features oversized Mario and Luigi cap sculptures and the interior includes checkered floors based on the iconic Mario Kart racing flags, LED signs and a luminous sky ceiling.

“I have been playing all of Mario’s games for a long time and I know I will be thrilled with the opening of SUPER NINTENDO WORLD early next year. But first, I get to try Mario’s Pancake Sandwich at the Mario Cafe & Store. And, there are so many cute items to buy that you can only get here.” (Women from Kanagawa and Fukui Prefectures)

“My kids and I love Mario and we’ve been waiting for the opening of the Mario Cafe and Store. There are great food items and other things to buy that we’ve never seen anywhere else – like Mario’s cap. This is a great way for us to enjoy Mario’s world before Super Nintendo World opens next year.” (A family from Aichi Prefecture)



Fans got an early taste of exclusive themed food and drinks in the fashionable cafe. Universal Studios Japan unveiled themed food including fruit cream sodas and pancake sandwiches inspired by the signature caps worn by Mario and Luigi. Guests of all ages enjoyed the food, refreshments and photo opportunities and were delighted to see iconic designs on stylish shirts, hats and the Super Mushroom Souvenir Bottle as they shopped in the store next door.

*1 Permanent establishment with both a shop and cafe based on the theme of Nintendo brand characters and their worlds

(Based on company research)

*2 Establishment with the theme of Nintendo brand characters and their worlds (based on company research)

• **Super Nintendo World Previews for Annual Passholders and Corporate Partners**

Universal Studios Japan and select partners will be launching promotions offering Annual Passholders and guests the opportunity to enjoy an exclusive advance preview of the Super Nintendo World before it opens in early 2021. Details will be announced soon.

Mr. Hiroshi Mizohata, President of The Osaka Convention & Tourism Bureau

"Congratulations on the opening of the cafe and store. I am very excited to hear that Super Nintendo World will open in early 2021 and I believe this new area will be the savior of sightseeing in Osaka.

I sincerely hope that the Mario Cafe & Store will become a success and appeal not only Mario lovers but also to adults and children. The "Go To Eat campaign" is applicable at this location. I hope a lot of guests will enjoy the cafe with their Go To Eat discount coupons.

Taku Murayama, Executive Vice President and CMO of Universal Studios Japan

The new Mario Cafe & Store provides our guests with a fun and authentic way to immerse themselves into Mario’s world. And it’s the perfect way to do so before we open Super Nintendo World in 2021. Super Nintendo World will take our guests to a whole new level, immersing them in an interactive world filled with incredibly themed rides, attractions, shops and restaurants.

COVID-19 Precaution

Universal Studios Japan is now operating at restricted capacity and fully implementing strict measures to prevent the spread of infection with the health and safety of its guests and park crew the highest priority. Guests at the park are ensured ample personal space and wait times for popular attractions are comparatively short. (*Wait times for each attraction can be checked in real time using the Universal Studios Japan Official App.) We also request that whenever possible, those planning on visiting the park make use of the online ticket store to ensure a smooth entry at the park entrance. Universal Studios Japan will always strive to provide guests the world's best entertainment through evolving measures and innovation and special experiences that give guests the energy and vitality for tomorrow.

The health and safety of our guests and team members have been and will continuously be our top priority at Universal Studios Japan and we are taking thorough sanitization enhancement measures in accordance with the "Novel Coronavirus Spread Prevention Guideline for Theme Parks and Amusement Parks" announced by the central Government and taking advice from health care authorities and medical experts. We will keep providing the guests a thrilling theme park experience where our guests can safely enjoy entertainment in the new normal. Please note that exposure to COVID-19 is an inherent risk in any public location where people are present; we cannot guarantee you will not be exposed during your visit.

* * *

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*. In addition, Super Nintendo World, a new area where you can enjoy entertainment based on world-renowned Nintendo characters and their worlds, is scheduled to open in the early 2021.

* * *

General Inquiries regarding Universal Studios Japan:

Information Center: Tel : 0570-20-0606 / Official Website: www.usj.co.jp

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

- UNIVERSAL STUDIOS JAPAN official Facebook: <https://www.facebook.com/UniversalStudiosJapan>
- UNIVERSAL STUDIOS JAPAN official Twitter: (@USJ_official) https://twitter.com/USJ_Official