



Wednesday December 11, 2024  
NEWS RELEASE

# THE WORLD'S FIRST\*<sup>1</sup> DONKEY KONG COUNTRY™ AREA IN SUPER NINTENDO WORLD™ IS NOW OPEN AT UNIVERSAL STUDIOS JAPAN

## Guests let their instincts PLAY WILD in the new themed area

OSAKA, December 11, 2024 - Nintendo Representative Director and Fellow, Mr. Shigeru Miyamoto, and J.L. Bonnier, President and CEO of USJ LLC, along with Mario and Donkey Kong welcomed guests to the Grand Opening Ceremony of Donkey Kong Country in SUPER NINTENDO WORLD at Universal Studios Japan. Mr. Miyamoto, J.L. Bonnier, fans and guests counted down to the official grand opening and showcased the PLAY WILD pose to celebrate the new Donkey Kong Country area at the expanded SUPER NINTENDO WORLD.

\*1: Based on in-house research regarding establishments themed with characters and worlds from the Nintendo brand.



Mr. Shigeru Miyamoto, J.L. Bonnier, Donkey Kong led guests through a tunnel at the entrance of the new area, and they excitedly entered the world's first Donkey Kong Country. The Guests were super impressed by the jungle that stretched out in front of them, just like the world of "Donkey Kong," and were excited about the prospect of a wild adventure. They also experienced the new Mine-Cart Madness, a thrilling family coaster as well as enjoyed the themed food and shopping.

Both Mr. Shigeru Miyamoto and J.L. Bonnier spoke at the Grand Opening Ceremony.





### **Nintendo Co., Ltd. Representative and Fellow, Mr. Shigeru Miyamoto**

The jungle beyond this tunnel is full of our passion which we worked hard together with Universal Studios Japan and the Universal Creative teams. There are many elements throughout the land where you can find gameplay and design from the world of Donkey Kong; such as a mine cart-themed coaster that is thrilling but enjoyable to children and an activity where you can meet Rambo the rhinoceros. I believe it is a land that can be enjoyed by the whole family.

The opening of this area with so many surprises and discoveries was possible through the strong partnership between Nintendo and Universal.

“Super Nintendo World” now includes the world of “Donkey Kong” in addition to the world of “Super Mario.” Please have a wonderful experience with your friends and family and create fun memories!

### **USJ LLC President and CEO, J.L. Bonnier**

Today, as SUPER NINTENDO WORLD expands with the opening of the new Donkey Kong Country area, a new chapter begins for Universal Studios Japan. Beyond the tunnel are new experiences that will unleash your instincts. It has been eight years since we began working with Mr. Shigeru Miyamoto and Nintendo’s talented team. Launching SUPER NINTENDO WORLD from Japan has elevated Universal Studios Japan to new heights, and it’s thanks to the strong and invaluable partnership.

### **■ABOUT UNIVERSAL STUDIOS JAPAN**

Universal Studios Japan belongs to the Comcast NBC Universal Group. Universal Studios Japan has succeeded in establishing its position as a major entertainment and leisure landmark attracting many guests in Japan as well as from overseas. Universal Studios Japan offers world-class entertainment such as authentic attractions and shows, based not only on Hollywood blockbusters but also popular entertainment brands such as Japanese anime, and a variety of seasonal events entertaining its guests with the world’s highest quality entertainment. Through “Super Amazing” and “Super Exciting” experiences made possible only at Universal Studios Japan, all park visitors are given the opportunity to break out of their shells and be “Super Energized” in the “Super Energetic District” that is Universal Studios Japan.

Universal Studios Japan has continued to evolve since its opening in 2001 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 which soars through the entire Jurassic Park area, Minion Park and the “Hacha Mecha Ride” where guests are able to enjoy the chaotic antics of the Minions, and SUPER NINTENDO WORLD, an area where guests can unleash their passion to play in an immersive environment based on world renowned Nintendo characters and their worlds.

#### **■About Universal Destinations & Experiences (UDX)**

Universal Destinations & Experiences, a unit of Comcast NBCUniversal, offers guests around the world the most innovative, immersive, and popular entertainment experiences. Our portfolio is comprised of world-class theme parks featuring the industry's most thrilling and technologically advanced attractions, exceptional hotels and resorts, unique merchandise, games, virtual and live entertainment experiences. We use our rich collection of stories and franchises – from Universal Pictures, Illumination, DreamWorks Animation and more – to take people to places they couldn't imagine while creating memorable and emotionally fulfilling moments for people of all ages.

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