



Tuesday, October 21st, 2025
NEWS RELEASE

**Universal Studios Japan to Commemorate 25 Years of NO LIMIT!
Entertainment with Year-Long Celebration Beginning March 2026
New Discover U!!! Program will inspire guests to discover a new version of
themselves through the power of the theme park's entertainment.**

On Tuesday, March 31st, 2026, Universal Studios Japan will proudly celebrate the 25th anniversary of its grand opening – a milestone marking a quarter-century of unforgettable thrills, boundless creativity, and NO LIMIT! Entertainment. First welcoming its first guests on March 31st, 2001, the park has inspired guests from around the world to break free from the ordinary and embrace the extraordinary, energizing them with immersive experiences that transcend imagination. This landmark occasion is made possible by the unwavering support of our guests, dedicated team members, valued corporate partners, and the vibrant local communities who have helped shape Universal Studios Japan into a world-class destination. We extend our heartfelt gratitude to everyone who has been part of this incredible journey.

Universal Studios Japan is proud to announce that the official theme for its 25th anniversary year, beginning in March 2026, will be “**Discover U!!!**”. The theme means a dynamic expression with a dual meaning. It invites guests to “Discover You,” unlocking new facets of themselves through transformative entertainment, and to “Discover USJ” as we reflect on 25 years of innovation and rediscover the magic that has defined the parks’ legacy.



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Beginning in March 2026, Universal Studios Japan will launch a spectacular year-long celebration filled with immersive entertainment, exclusive merchandise, and joyful surprises. Guests will be encouraged to embrace their individuality and explore their infinite potential in ways only Universal can deliver. Additional details will be revealed at a later date.



Festivities will begin early with a special kickoff performance at **Midosuji Runway 2025** on Monday, November 3, 2025. Set to a vibrant medley of classic parade music, this one-day-only **Discover U!!!** showcase will feature an all-star cast including Reika Ayanokoji, Deacon from *WaterWorld*, Mario & Luigi from *SUPER NINTENDO WORLD*, Elmo, and Snoopy. Together, they will honor the park's rich history and express heartfelt appreciation to our hometown of Osaka in a dazzling tribute to 25 years of memories.

■ 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 Illumination's Minion, and Super Nintendo World, where guests can unleash their passion to play in an immersive environment based on world renowned Nintendo characters and their worlds.

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