



Set Off for the Land of Oz Aboard a Merry-Go-Round New Attraction “Magical Oz-Go-Round” Arrives this Summer At Universal Studios Japan™!

-- An amusing merry-go-round for all ages from small children to adults arrives in July 2007! --

-- Set off on a journey to the Emerald City together with intriguing animals in the “Land of Oz” area that is based on the theme of “The Wonderful Wizard of Oz”! --

April 9, 2007

Universal Studios Japan™ will open “Magical Oz-Go-Round,” its first merry-go-round as a new attraction in July 2007.

The “Magical Oz-Go-Round” is a dream-filled merry-go-round that is to be newly established in the “Land of Oz,” an area that is based on the theme of the story of “The Wonderful Wizard of Oz.” In this attraction, guests will join Dorothy and her friends on a journey to the Emerald City and encounter intriguing animals. Under the tent-shaped roof dazzling with large emeralds, zebras, giraffes, pandas and rabbits, elephants wearing crowns and other colorfully-dressed animals of the magical forest, the Great Forest, along with the Scarecrow, Tin Woodman and Cowardly Lion, will invite guests on a journey to the Emerald City. Aboard the cute animals that will move up and down while rotating round and round in tune with rhythmical and jolly music, guests are assured a pleasant journey feeling as if they have stepped into the shoes of the main character of the fairy tale.

To be established in the “Land of Oz” between the “Emerald Theater” where “WiCKED” is showing and the “Munchkin Kitchen” restaurant, this attraction is planned to have a diameter of about fifteen meters, take about two minutes to ride and have a maximum capacity of 71 people. With no height restrictions to ride the merry-go-round, this will be a ride attraction that even guests with small children can enjoy with ease.

Universal Studios Japan™ hopes to deliver “wonder” and “imagination” to guests of all ages by increasingly enhancing the fascination of the “Land of Oz” through the introduction of this attraction, while further increasing the number of attractions that are available for the enjoyment of even small children.

The “Magical Oz-Go-Round” new attraction will be sponsored by fls Co., LTD. (Head Office: Kobe City, Hyogo Prefecture; Representative Director: Hideki Aramaki) as a new Corporate Marketing Partner. Universal Studios Japan™ will proceed hereafter to work jointly with fls Co., LTD. in engaging in advertising, promotions and other marketing activities that raise the exposure of both sides.

Overview of “Magical Oz-Go-Round”

Venue:	In front of “Emerald Theater” in the “Land of Oz”
Size:	Approximately 15 meters in diameter
Duration:	Approximately 2 minutes
Maximum Capacity:	71 people
No. of Mounts:	56
Types of Mounts:	Animals that seat one person: 14 types (zebra, pig, rabbit, bear, tiger, panda, gorilla, ostrich, goat, frog, cat, giraffe, chicken, and an elephant wearing a crown) Chariots that seat four persons: 1 type (mount shaped like benches with Scarecrow, Tin Woodman and Cowardly Lion designs)
Investment:	about 200 million yen

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About the “Land of Oz”

An area based on the theme of America’s most loved fairy tale, “The Wonderful Wizard of Oz” opened in July 2006 in commemoration of Universal Studios Japan’s fifth anniversary. Spread out in this approximately 9,000m²-area is the unique and magical world as it is in the story, including “Munchkin Town,” “Yellow Brick Road” and “Emerald City.” In the area, there are two attractions – “WiCKED,” a special shortened version of the compelling songs and scenes from a smash-hit Broadway musical, and “Toto & Friends,” a cheerful and heartwarming animal show. Also in the area is a restaurant by the name of “Munchkin Kitchen” and a shop called “Munchkin Market.” Meeting characters like the main character of the story Dorothy and her traveling companions the Scarecrow, Tin Woodman and the Cowardly Lion, as well as reveling in lively street performances, the “Land of Oz” is an area that the entire family will enjoy.

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Universal Studios Japan™ hopes to offer all guests heart-throbbing moments, deeply-moving sensations, and delightful pleasures where guests will find they just cannot help but smile and enjoy other experiences full of “wonder” and “imagination” more than ever before. In the year 2007, Universal Studios Japan™ will present a series of world-class entertainment filled with “Dreams” in its commitment to become a place that can provide special memories such as where the ambitions and dreams envisioned by guests are fulfilled. The “Hollywood Dream – The Ride” marks the first in this

series of new entertainment.

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