



## **Universal Studios Japan™ Introduces Contact-free IC Payment Service, “iD™” and “QUICPay”**

OSAKA--April 23, 2007--Universal Studios Japan™ today has introduced a contact-free IC payment system into its 20 restaurants and 21 shops in the park (excluding ticket booths, cart wagons and some restaurants and shops).

“iD™” is a signature-free and speedy payment service which requires customers just to hold their credit cards incorporated with “Mitsui Sumitomo Card iD™” or NTT DoCoMo’s Osaifu-Keitai® (wallet mobile phones) over a reader to pay for their shopping.

Customers can use the “QUICPay” system with “QUICPay card” issued by JCB and 11 other companies (as of April, 2007) or “QUICPay mobile.” (By downloading the QUICKPay application, any Osaifu-Keitai® of the three major mobile carriers -- NTT DoCoMo, au and SoftBank -- can be used as a QUICPay mobile payment system.)

Both “iD™” and “QUICKPay” employ a postpaid-system which relieves customers of charging cash in advance. It also covers payments from small to large amounts, thereby meeting users’ wide range of needs for payment options.

“iD™” and “QUICKPay” have the same insurance as a credit card against unauthorized use resulting from loss or theft, which provides a sense of security when customers use the service.

The aim to introduce the contact-free IC payment service in Universal Studios Japan™ is to enhance guests’ satisfaction by responding to increasingly diversifying methods of payments and reducing transaction times to ease congestion at cash registers. Electronic money “Edy” was started on October 1, 2004 in the Park and many guests have already enjoyed this method of payments since then.

“iD™” and “QUICKPay” are now available at most restaurants and shops in the park (excluding ticket booths, cart wagons and some restaurants and shops).

To celebrate the introduction, the following campaigns will be held for “iD™” and “QUICPay” users.

\*“Osaifu-Keitai®” and “iD™” are trademarks or registered trademarks of NTT DoCoMo, Inc.

**Mitsui Sumitomo Card iD™ Happy Campaign!**

Period: April 23, 2007 to June 30, 2007

100 pairs (200 people) to win Universal Studios Japan™'s studio passes, and 25 pairs (50 people) to be invited to a Universal Studios Japan™'s movie dive tour, selected by lottery from those who spent two thousand yen or more in total with Mitsui Sumitomo Card iD™.

Campaign details: <https://www.smbc-card.com/mem/cardinfo/cardinfo7020569.jsp>

**JCB Hollywood Dream Qritsmas Campaign!**

Period: April 16, 2007 to September 15, 2007

300 people to win a Universal Studios Japan™'s dream Christmas gift (studios passes for two people included) selected by lottery which is held per each one thousand yen from the total spent with QUICPay issued by JCB group, or per each three thousand yen from the total spent in Universal Studios Japan™ with QUICPay.

Campaign details: <http://www.jcb.co.jp/campaign/hollywood.html>

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Universal Studios Japan™ hopes to offer all guests with heart-throbbing moments, deeply-moving sensations, 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 where the ambitions and dreams envisioned by guests are fulfilled. The “Hollywood Dream – The Ride” marks the first in this series of new entertainment.