



This Year's Summer Vacation is Cool & Fun!!

Enjoy Universal Studios Japan™

-- Jammed Packed with New Campaigns --
to the Fullest!

-- Benesse Corporation set to be sponsor of

“Universal Water Parade” (Event Period: July 12 to September 2)!

A children's program during the summer vacation,

“Summer Vacation Adventure Quiz Rally,” also to be held jointly with Benesse.

Take part in the Quiz Rally on the way to becoming an “Oz Professor” or “Dinosaur Professor”! --

-- Decision made to implement value-packed “Lucky Summer Campaign” (Campaign Period: July 12 to August 31), which comes with Universal Express Pass (attraction priority pass), & “Tabenori (Eat & Ride) Campaign” (Campaign Period: July 11 to September 2), which is a new program for enjoying meals by taking advantage of the attraction waiting time --

June 20 (Wed), 2007

Universal Studios Japan™ will be presenting “Universal Water Parade,” the first parade utilizing water since Park opening, this summer (Event Period: July 12 (Thursday) ~ September 2 (Sunday)). Benesse Corporation (Head Office: Okayama City, Okayama Prefecture; President and Representative Director: Tamotsu Fukushima; hereafter, Benesse) has been decided as the sponsor of this parade. In conjunction, a special program “Summer Vacation Adventure Quiz Rally” is also to be held jointly with Benesse this summer vacation.

In addition, Universal Studios Japan™ has also decided to implement “Lucky Summer Campaign” (July 12 (Thursday) to August 31 (Friday)) and “Tabenori (Eat & Ride) Campaign” (July 11 (Wednesday) to September 2 (Sunday)) as delightful programs limited to the summer vacation that will increasingly liven up the Park, which will have an enriched offering of family-oriented elements with the Park's first merry-go-round “Magical Oz-Go-Round” also opening on July 19. The “Lucky Summer Campaign” is a wonderful program that offers a Universal Express Pass, which enables holders to smoothly enter attractions, to all registrants of the official fan club “Club Universal” who purchase a Studio Pass via the Web Ticket Store or at Ticket Booth at the Park. (At the ticket booth, it is necessary to hand over the printed coupon or to show the mobile phone screen of the coupon). The “Tabenori (Eat & Ride) Campaign,” on the other hand, is a new program that enables guests to spend their time at the Park more efficiently by enjoying meals at Park restaurants during attraction waiting

times.

Take Part in Summer Vacation Program “Summer Vacation Adventure Quiz Rally”! Participants Certified as “Oz Professor” or “Dinosaur Professor”!

During the 53-day period between July 12 (Thursday) to September 2 (Sunday) when “Universal Water Parade” will be held, Universal Studios Japan will implement a quiz rally for children jointly with Benesse.

The quiz, which will be open to kindergarten children up to senior high school students, will involve targeted guests visiting the Park during the event period answering quizzes on a quiz form in a scratch card format found inserted in the Studio Guide. The quiz will come in two types – one on the “Land of Oz” and the other on “Jurassic Park” – and guests will have the choice of which to answer.

Everyone who has answered each of the five questions and takes the quiz form to the “Adventure Quiz Station” set up at the Palace Theatre in the Park’s New York Area will be presented with an aluminum badge as a certificate of accreditation as an “Oz Professor” or “Dinosaur Professor.” Furthermore, guests who complete the required fields on the quiz form and hand it to the crew at the dedicated counter within Adventure Quiz Station will be eligible for a draw to be selected as one of 206 winners of fabulous prizes. Only kindergarten children up to senior high school students and their parental guardians may enter the draw.

Benesse is planning and supporting events that will enable children to deepen and expand their own interests and concerns. This quiz rally organized jointly by Universal Studios Japan™ and Benesse will be held as an attempt to have children who visit the Park during summer vacation expand their interests by acquiring knowledge on dinosaurs and “The Wonderful Wizard of Oz” while gaining a deeper understanding of the Park as well as enjoying themselves through experience.

Overview of “Summer Vacation Adventure Quiz Rally”

<u>Name:</u>	“Summer Vacation Adventure Quiz Rally”
<u>Content:</u>	Quiz rally for kindergarten children up to senior high school students
<u>Event Period:</u>	July 12 (Thursday) to September 2 (Sunday)
<u>Types:</u>	Land of Oz Version Jurassic Park Version

How to Participate in the Quiz Rally:

Upon making a Park visit, obtain the special quiz rally form inserted in the Studio Guide and answer the five questions. After all questions are answered, bring the form to the “Adventure Quiz Station” set up at the Palace Theatre in the Park’s New York Area where guests will receive professor certification. Everyone who brings the quiz form will be presented with an aluminum badge as a certificate of accreditation as an “Oz Professor” or “Dinosaur Professor.”

How to Enter the Draw:

Complete the required fields on the dedicated quiz rally form after answering the questions and hand it over to the crew at the dedicated counter. Only kindergarten children up to senior high school students and their parental guardians may enter the draw.

Winner Notification: Winners will be notified by the delivery of the prize.

Prizes:

Field Champ barbecue set: 3 winners

Universal Studios Japan™ Annual Studio Pass (pair – parent and child): 3 pairs (6 people)

Voice changer: 100 winners

Become-a-pastry-chef set: 100 winners

Total: 206 winners



Photo caption: an aluminum badge as a certificate of accreditation as an “Oz Professor” and “Dinosaur Professor.”

Decision Made to Hold Value-Packed Campaign so that attractions can be enjoyed smoothly!

The “Lucky Summer Campaign” is good news for people who want to fully enjoy Universal Studios Japan™ in the summer from morning through to the evening. By registering for the Park’s official fan club “Club Universal” (free registration) and purchasing a special Studio Pass on July 9 (Mon) or onwards for Park admission sometime during the 51-day period from July 12 (Thursday) to August 31 (Friday) via the Web Ticket Store or Ticket Booth at the Park, guests will be presented with one “Universal Express Pass” that enables holders to enjoy popular attractions for a shorter waiting time than usual. However, please note that the number of Passes available for each attraction is limited. By purchasing this special Studio Pass at Ticket Booth, it is necessary to hand in the printed coupon or to show the mobile phone screen.

The “Tebenori (Eat & Ride) Campaign” is a program that is part of a new attempt to have guests enjoy meals during attraction waiting times. All guests who order the hearty “Tebenori (Eat & Ride) Set” (Tax Inclusive Price: 1,980 yen for adults and 1,480 yen for children) at the “Discovery Restaurant” in the Park’s Jurassic Park will be able to select one attraction of their choice from among eleven designated attractions* and be presented with an Express Pass (for one ride) that enables holders to smoothly enter the designated attraction anytime after a specified time. That specified time is arrived at by adding the waiting time for the designated attraction on that day to the time when guests enter the restaurant. This is the perfect program for people wanting to enjoy both attractions and dining during their stay at the Park in an efficient manner.

*The 11 designated attractions are...

“The Amazing Adventures of Spider-Man – The Ride™,” “Hollywood Dream – The Ride,” “Sesame Street 4-D Movie Magic™,” “Shrek’s 4-D Adventure™,” “Backdraft®,” “E.T. Adventure®,” “TERMINATOR 2:3-D®,” “Back To The Future – The Ride®,” “Jurassic Park – The Ride®,” “JAWS®” and “WaterWorld™”

Furthermore, in addition to this “Lucky Summer Campaign” and “Tebenori (Eat & Ride) Campaign,” the “Summer Twilight Pass” (Tax Inclusive Price: 4,200 yen for adults and 3,100 yen for children), a pass valid for Park admissions at 3 p.m. or later, began to be available for purchase in certain locations starting from early June followed later by other locations. In this manner, Universal Studios Japan awaits your visit to the Park by preparing services and tickets to match the different ways that the Park can be enjoyed.

Park Menus and Goods Modified for the Summer!

Five Park restaurants will see the arrival of seven types of frappes – a must-have item in the summer – including Mango Frappe (700 yen) made with plenty of mango which is a fruit popular at this time of year, and Pink Tropical Frappe (700 yen), which is in a pink color so sweet that guests will, before they know it, find themselves feeling happy inside. The cup is designed to be easily portable for guests to be able to consume while walking and thus is just the thing to have when you want to cool off at the Park.

The summer menu is not limited to sweets. At the “Park Side Grille,” a Park restaurant that boasts a breathtaking view of Central Park, a chilled fruit tomato pasta in balsamic flavor will be offered as a main dish of the Seasonal Pasta Set (1,980 yen). In addition, the “Discovery Restaurant” in the Jurassic Park Area will be offering chilled noodles with chicken in Japanese plum and perilla flavor, in the Discovery Special Set (1,490 yen). In this way, the Park will be offering not only sweets, but chilled noodles that will stimulate the appetite even in the sizzling summer. Additionally, Park restaurants await guests with menus created with great thought put into ways to beat the summer heat, such as the Yellow Brick Pilaf (White Curry and Summer Vegetables) (980 yen) made with summer vegetables offered at “Munchkin Kitchen” in the Land of Oz Area and an eel course (1,850 yen) offered at “Saïdo.”

A lineup of goods distinctive of the summer has also been prepared for shopping. The lineup include fans that are an indispensable item in the summer, including a Snoopy fan strap (530 yen) and Spider-Man folding fan in a cute circular shape (480 yen), and goods for battling the heat, including a mesh cap with popular character designs (2,450~2,800 yen). In addition, beach sandals that are a hit item this year have also been prepared in the Park’s original designs based on the motifs of Spider-Man, Jaws, Pink Panther and Hello Kitty.

Park’s First Parade Utilizing Water: “Universal Water Parade”

Overview of “Universal Water Parade”

Event Period: 53-day period from July 12 (Thursday), 2007 to September 2 (Sunday), 2007

Floats and Cast: 18 characters and about 70 entertainers

1. Beach Ball Float (main colors: yellow and blue)

Starring characters: Snoopy, Charlie Brown, Lucy, Linus and Sally

2. Beach Parasol Float (main colors: yellow and blue)

Starring characters: Woody Woodpecker and Winnie Woodpecker

3. Tiki* Mask Float (main colors: orange and pink)

Starring character: Pink Panther

*Tiki = The god of peace and prosperity said to be the first man on earth in mythology in the South Seas

4. Hibiscus Float (main colors: orange and pink)

Starring characters: Hello Kitty and Dear Daniel

5. Conch Shell Float (main colors: red and blue)

Starring characters: Betty Boop, Popeye and Olive

6. Life Preserver Float (main colors: red and blue)

Starring characters: Ernie and Bert

7. Surf Float (main colors: red and blue)

Starring characters: Elmo, Cookie Monster and Zoe

Content: Popular characters parade two types of areas – the Wet Zones and Dry Zones – aboard seven colorful floats (mobile stages) designed based on the image of summer.

In the Wet Zones, entertainers spray guests with water using 62 water guns, 30 water balloons and other tools. Furthermore, with the addition of a performance whereby guests are sprayed with a water shower like confetti from above guests’ heads as a “Water Surprise,” the parade will be boosted with elaborate summer ideas. In the Dry Zones, there will be hula dancing, beach balls and other items that allow guests to enjoy

the parade without getting wet.

Venue: Hollywood Area and New York Area

Frequency: Once to twice a day (subject to change without prior notice due to bad weather and other unforeseen circumstances)

Duration: Approximately 35 minutes

Zones: 3 Wet Zones and 2 Dry Zones are set up throughout the route

Total Parade Length: Approximately 120 meters

This “Universal Water Parade” will be sponsored by Benesse Corporation (Head Office: Okayama City, Okayama Prefecture; President and Representative Director: Tamotsu Fukushima).

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

At the Park, “Hollywood Dream – The Ride,” a roller coaster offering new sensations that opened in March, is drawing great popularity. Furthermore, entertaining special events linked to new movies will be held, such as “Spider-Man 3 Movie Festival” (April 19 to July 1) and “Shrek 3 Special Event” (June 7 to August 31). The Park’s first merry-go-round, “Magical Oz-Go-Round,” is also set to open on July 19 within the “Land of Oz” area that is based on the theme of “The Wonderful Wizard of Oz.”