



Dream flower Present

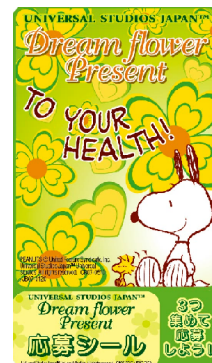
Universal Studios Japan™ Commences “Dream Flower Present” Extending Our Continued Appreciation

- The first three thousand guests to the Park will be presented with colorful flowers such as roses and carnations delivered from the Republic of Colombia, South America, with fabulous messages from popular characters! --
- To be held a total of 8 times for 3-day periods until next spring, including the long weekends for Respect for the Aged Day, Halloween and Labor Thanksgiving Day, as well as Christmas and the Park’s seventh year anniversary celebrations! --

September 10(Mon), 2007

USJ Co., Ltd. would like to extend our continued appreciation to guests visiting the Park by presenting them with colorful flowers such as roses and carnations delivered from the Republic of Colombia in a program called “Dream Flower Present.” This program will be held for a total of 8 times for three-day periods set in tandem with seasonal events such as Halloween and Christmas, as well as Japanese national holidays such as Respect for the Aged Day and Labor Thanksgiving Day.

“Dream Flower Present” will start in September 2007 and is scheduled to be held a total of eight times over seven months through to March 2008. In the first phase, as a small gift for Respect for the Aged Day, original message stickers conveying the message “To Your Health!,” and featuring an illustration of the popular character Snoopy, along with 3,000 Colombia-grown carnations per day, will be presented to Park guests for a three-day period beginning September 15 (Saturday) and ending September 17 (National Holiday; Monday).



Message Sticker (Respect for the Aged Day)

To commemorate the opening of this program, the Ambassador of the Republic of Colombia will be invited to the opening ceremony on Saturday, September 15th. The details will be informed later.

From the second phase, 3,000 flowers per day are presented to Park guests over three days, each with different messages. Also to be implemented are the “Instant Win! Present” message stickers that come with the “Dream Flower Present” flower. Guests with winning stickers will be presented with an additional 100 flowers; and guests who collect three entry seals can enter the “Collect to Win! Present” drawing for a chance to win a spectacular prize.

With the collaboration of the Colombian Association of Flower Exporters, which hopes to raise awareness in Japan that Colombia is one of the world’s leading flower-growing regions, this program is intended to deliver full of “dream” to Park guests by presenting them with flowers and message stickers.

Overview of “Dream Flower Present”

Content: One flower, such as a rose or carnation, will be presented per guest, along with a different designed sticker in eight times during the 7 months. These stickers are original designs of popular characters such as Snoopy and friends from Sesame Street that play an active role at the Park. At opening time each day, the featured character will appear to celebrate the Park opening*. [The total number of flowers distributed is planned to be 10,000 pieces each time (3 day period) and on each of the days distribution will end once the planned number of flowers have all been given away]. *In case of bad weather, characters will not appear at opening time.

Program Schedule and featured characters:

- 1st Respect for the Aged Day : Sept. 15 (Sat.) to 17 (National Holiday; Mon.) / Snoopy
- 2nd Halloween : Oct. 27 (Sat.), 28 (Sun.) and 31 (Wed.) / SHREK
- 3rd Labor Thanksgiving Day : Nov. 23 (National Holiday; Fri.) to 25 (Sun.) / Betty Boop
- 4th Christmas : Dec. 14 (Fri.) to 16 (Sun.) / Elmo and Cookie Monster
- 5th Coming-of-Age Day : Jan. 12 (Sat.) to 14 (National Holiday; Mon.) / Character from Land of Oz
- 6th Valentine’s Day : Feb. 1 (Fri.) to 3 (Sun.) / Pink Panther
- 7th White Day : Mar. 1 (Sat.) to 3 (Mon.) / Hello Kitty and Dear Daniel
- 8th Universal Studios Japan’s 7th Year Anniversary: Mar. 14 (Fri.) to 16 (Sun.) / Woody & Winnie Woodpecker

Distribution Venue: Special distribution site under the Canopy (entrance side) at Universal Studios Japan™

Distribution Time: From 14:30 until all stock is distributed

*Distribution may be postponed or cancelled in the case that flowers fail to arrive due to unseasonable weather in the flower-growing region and other unforeseeable circumstances.

Overview of “Instant Win! Present”

Content: In “Dream Flower Present,” the message stickers are distributed with the flowers, and there will be three flowers with winning message stickers hidden amongst the flowers on each of the days. A hundred flowers will be presented to the guests who get the “Win” message stickers.

Number of winners : 3 people per day

How to collect the prize: guests with a winning message sticker should report it to a Park crew member.

Prize: 100 Colombia-grown flowers (variety and color yet to be determined)

Overview of “Collect to Win! Present”

Content: In “Dream Flower Present,” a different type of message sticker will be distributed each of the eight times that the program will be held. The guests must collect three out of the eight types of message stickers to enter the drawing. Ten winners will be presented with a spectacular prize.

Entry Period: November 23, 2007 to March 31, 2008

How to Enter: Collect 3 types of entry seals attached to message stickers distributed from September 15, 2007; affix the seals to the prescribed entry form and drop off the form in the dedicated post box next to Guest Services within the Park.

Notification of Winners: No public notification of the winners will be made. Winners will be notified upon delivery of the prize which is expected to be in mid-April 2008.

Prize: An Annual Studio Gold Pass and Universal Express Pass Booklet 7 set (10 winners)

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In the year 2007, Universal Studios Japan™ will present a series of new 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. Moreover, 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 other experiences full of more “wonder” and “imagination” than ever before.

At the Park, “Hollywood Dream – The Ride,” a roller coaster offering new sensations that opened in March, and “Magical Oz-Go-Round,” a large merry-go-round that opened in July, are experiencing great popularity. Moreover, Universal Studios Japan™ keeps offering fresh amazement and deeply-moving sensations through full “Dream” world class entertainment during the well-received annual seasonal events “Universal Wonder Halloween (Sep 11, Tue to Oct 31, Wed),” and “Universal Wonder Christmas

(Nov 8. Thu, to Dec 25, Tue).”