



NEWS RELEASE

Universal Studios Japan™ Signs Corporate Marketing Partnership Agreement with Benesse Corporation Benesse to Sponsor Popular Attraction “Toto & Friends”

-- Supporting children realize their dreams by launching an array of programs together with Corporate Marketing Partner Benesse --

-- New “Dream Orchard” appears in the “Land of Oz.” Write dreams, hopes and wishes for the future on cards and hang them on trees! Those desires are bound to bear fruit! --

March 5 (Wed), 2008

The operator of Universal Studios Japan, USJ Co., Ltd., signed a Corporate Marketing Partnership agreement with Benesse Corporation (Head Office: Okayama City, Okayama Prefecture; President and Representative Director: Tamotsu Fukushima; hereafter, Benesse). Under this agreement, Benesse will sponsor the “Toto & Friends” attraction in the “Land of Oz,” which is an area that is based on the theme of “The Wonderful Wizard of Oz.” In addition, Universal Studios Japan and Benesse will jointly implement a program that will support the development and education of children, as well as launch advertisements, promotions and other marketing activities to enhance the publicity, etc. of both parties. Benesse is the 26th company to become a Corporate Marketing Partner of Universal Studios Japan.

About the Joint Program “Dream Orchard”

~ Make Dreams and Wishes in the “Dream Orchard” and They are Bound to Bear Great Fruit!

~

“Dream Orchard” will be established in front of the “Toto & Friends” attraction as a joint program with Benesse that will commence on March 17 (Monday). In this “Dream Orchard,” guests visiting the Park (targeting toddlers and up to senior high school students) write their dreams, hopes, wishes, etc. on a “Dream Card” that comes in four different fruit shapes, such as apple and pear, and hangs the “Dream Card” on a “Dream Tree.” One “Dream Card” per person will be distributed free of charge to guests who come to the “Dream Counter” set up in front of the entrance to “Toto & Friends.” The “Dream Cards” that are hung up will be passed on to a shrine in Osaka Prefecture periodically.

Moreover, “Dream Orchard in WEB” is also scheduled to be set up on March 17, 2008 on the Universal Studios Japan official website. The realization of the dreams of guests who are unable to visit the Park will similarly be supported by enabling such guests to make wishes online.

Through this “Dream Orchard,” Universal Studios Japan and Benesse hopes to support children so that their dreams bear great fruit in a similar manner to how “The Wonderful Wizard of Oz” main

character Dorothy realized her dream by keeping her hopes up no matter what sort of adversities she encountered.

Overview of “Dream Orchard”

Venue: In front of the “Toto & Friends” attraction in the “Land of Oz”

Age Requirement: Toddlers ~ Senior high school students

Content: Drop by the “Dream Counter” where a “Dream Card” in the shape of 4 different fruit – apple, pear, grape and mandarin orange and “Dream Item,” original goods of encouragement, will be handed to guests who have completed the required fields on the distributed application form. The guests then write their own dreams, hopes and wishes on the “Dream Card” and hang it on a “Dream Tree.” Furthermore, Benesse’s Nintendo DS educational software, matching watches and other fabulous prizes will be presented to winners selected in a drawing from among guests who have completed the application form.



Overview of “Toto & Friends”

Venue: “Oz Theater” in the “Land of Oz”

Cast: 3 performers

Starring Animals: Approx. 20 types of animals (dogs, chimpanzees, pigs, goats, cats, birds, etc.)

Show Duration: Approx. 25 minutes

Show Frequency: 3~5 times a day

Content: A cheerful and heartwarming show that tells the story of new encounters and adventures with animals. The show is inspired by the part of the story where “The Wonderful Wizard of Oz” main character Dorothy and her dog Toto find themselves wandering off the “Yellow Brick Road” and inside the “Enchanted Orchard of Oz” after getting lost along their journey to the “Emerald City,” where the Wizard of Oz resides, in search of the Wizard of Oz to ask him to grant them their wishes. This show stars Dorothy, her dog Toto, Scarecrow and the farmer who owns the “Enchanted Orchard of Oz,” along with a talking “Fruit Tree” that bears bananas, apples, oranges, mangoes and an array of other fruit. In addition, about 20 types of animals, including dogs, chimpanzees, pigs and various species of birds delivering cute performances appear one after the other to boost the show.

Overview of 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 the Park’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 condensed 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.

* * *

At Universal Studios Japan, “Hollywood Dream – The Ride,” a roller coaster offering new sensations that opened in March 2007, and “Magical Oz-Go-Round,” a large merry-go-round that opened in July 2007, are experiencing great popularity. On March 18 (Tuesday), a massive musical fantasy, “Fantastic World,” is scheduled to open. “Fantastic World” is the world’s first outdoor musical-type attraction using mobile stages with images. This attraction seeks to depict the “fantastic world” with giant mobile stages, dynamic performances staged by performers from countries around the world and music produced on a grand scale by a collaboration of talents from all over the world. In the spring when Universal Studios Japan will mark its seventh anniversary since opening, Universal Studios Japan will proceed to deliver fantastic impressions with the annually well-received “Pin Trading 7 ~ Commemoration of opening of Fantastic World,” special live concert “Graduation Fest 2008 in Universal Studios Japan ~ Doors Open When Cherry Blossoms Come into Bloom ~” and other various special spring programs.

Moreover, “Peter Pan’s Neverland,” Universal Studios Japan’s nighttime lagoon show that opened in April 2006, was recently awarded in the Event Spectacular category of the Thea Awards, which is recognized as the equivalent of the Oscars in the entertainment industry, by the TEA (U.S.).