Universal Studios Japan® to Open “Universal Wonderland” in Spring 2012 - An Area like "a Town for Characters" where Families Can Have Fun Together.

The New Area Will Feature So Many Amusements That Guests Will Need More Than One Day to Enjoy Them All!

— Even small children can safely enjoy jumping and running around here! —

Universal Studios Japan will open a new area that scrupulously and authentically reproduces the world of Elmo, Snoopy, Hello Kitty and other popular Park characters! —

— Guests from small children to adults can have fun at this colorful, cute and excitement-filled Universal Wonderland. —

Thursday, July 7, 2011

In spring 2012, Universal Studios Japan will open a new area called "Universal Wonderland," where guests of all ages—from small children to adults—can have fun with their families. Based on the image of a town where popular characters live, the new area will be established on a spectacular scale as the final segment of the happy surprise-filled Park's 10th anniversary programs.

Universal Wonderland comprises three zones that feature Snoopy, Hello Kitty and Sesame Street™ characters, respectively. Its total area will be approx. 30,000 m², which will be wider than the former “Land of Oz” area. There are a variety of elements such as a small children-friendly ride attraction in which even three-year-old
children can have fun safely, a play area where children can enjoy playing with soft blocks by piling them up or carrying them around, as well as athletic facilities, a greeting area, shops and restaurants. Not only children but also adults will be satisfied with the Universal Wonderland in terms of its scale and quality. As soon as guests step into the area zone they will feel as if they were inhabitants of the fantastic world of characters in each.

About Universal Wonderland

- **Snoopy Studios™**
  
  “Snoopy Studios” was established based on the concept of a movie studio where Snoopy as film director shoots films with guests. Another new ride-type attraction for small children will be added to this zone in addition to “Snoopy’s Great Race™”, a very popular attraction since the Park’s Grand Opening.

- **Hello Kitty Fashion Avenue**
  
  This zone will be established based on the concept that Hello Kitty, just returned from Hollywood, opens a fancy ribbon-themed boutique (ribbons are her favorite!). In this area reproducing the cute and fashionable world of Hello Kitty, a variety of ingenuities are seen everywhere to attract Hello Kitty fans from small girls to mature female guests.

- **Sesame Friendly Town**
  
  This zone, the widest in “Universal Wonderland”, comprises two spaces: an outdoor space and an indoor space where guests can have fun at ease without worrying about weather. There are ride attractions and play areas featuring Elmo, Cookie Monster, Big Bird and other Sesame Street™ characters in this zone, as well as an area featuring Moppy, a new Sesame Street™ character you can meet only at the Park.

The new “Universal Wonderland” will be located mainly on the former “Land of Oz” area, as well as the space for the present “Snoopy Studios™”. For this reason, “Snoopy Studios™” will be closed temporarily from early January 2012 due to construction work.