



NEWS RELEASE

**In March 2012, Universal Studios Japan®
Will Open “Universal Wonderland”,
a New Area where All Family Members,
from Small Children to Adults, Can Have Fun Together All
Day Long**

— More than 20 facilities including eight new ride attractions will be newly established —

— Cute, colorful, and authentic in every detail!

Immense yourself in the world of popular characters!! —

Wednesday, September 28, 2011

As the finale of its 10th anniversary celebrations, in March 2012 Universal Studios Japan will open “Universal Wonderland”, a new area where all family members—from small children to adults—can have fun together. This news release explains the facilities in the new area.

[Images of ride attractions to be newly introduced]



↑ Visual image of "Elmo's Bubble Bubble"



↑ Image of "Flying Snoopy"



↑ Image of "Hello Kitty's Cupcake Dream"

© 2011 Sesame Workshop © 2011 Peanuts

© 1976, 1999, 2011 SANRIO, APPROVAL NO. EJ1051301

© & ® Universal Studios

Universal Wonderland (total area: approx. 30,000 m²), an area to be established based on the image of a town where popular characters live, will consist of the Park's three popular character-themed zones: “Snoopy Studios” Zone, “Hello Kitty Fashion Avenue” Zone and “Sesame Street™ Fun World” Zone. The entire new area will be home to over 20 facilities including attractions, shops, restaurants and food carts. All of these zones are meticulously designed to embody the world of each character. Our guests will be able

to enjoy the colorful world of characters once they step into each of the zones. Even small children can run, jump and have good fun safely within the area. Adult guests can enjoy as well throughout the day with their children by experiencing ride attractions, dancing, eating, shopping and taking commemorative photos.

Eight of these “Universal Wonderland” facilities are ride attractions. Representative examples include: **Elmo's Bubble Bubble**, where guests ride on the back of Elmo's pet goldfish to travel through a bubble-filled stream; **Flying Snoopy**, where guests fly around in the air on the back of a flying Snoopy; and **Hello Kitty's Cupcake Dream**, where guests ride on a colorful cupcake to vigorously rotate at the party venue. (See images on the previous page.)

In addition to ride attractions, Universal Wonderland welcomes guests with small children-friendly amusement facilities having a playland, athletic equipment, ball pool, and slides, as well as four food venues and three merchandise venues.

Please note that the Sesame Street™-themed zone has been renamed to "Sesame Street™ Fun World," although we had announced its name as Sesame Friendly Town via our press release issued on July 7, 2011.

* * *

Universal Wonderland Facilities

Snoopy Studios Zone

Concept: Movie studios where the movie director Snoopy shoots movies together with guests.

Name	Type	Features
The Flying Snoopy	Ride Attraction	Fly in the sky with Snoopy! Operate flying Snoopy by yourself to fly around the Peanuts characters. Fly high, low, and high again; enjoy a floating feeling as if you were above the clouds.
Snoopy's Great Race™ (existing)	Ride Attraction	Run around the course on a roller coaster created based on the Soap Box Derby. Pass over the hill, rush through the course watching a snowy mountain, and rush into a cabin. Snoopy makes a film of your adventure, with help from his assistant, Woodstock.
Peppermint Patty's Stunt Slide™ (existing)	Ride Attraction	Play the role of Peppermint Patty, who is a good athlete like a professional baseball player and now trying to perform a stunt in her movie in which she's the main character. Slide down the tube-shaped water slide on a raft.
Snoopy's Sound Stage Adventure™ (existing)	Playland	An indoor attraction simulating a movie studio where Snoopy and Peanuts characters make movies. Guests from small children to adults can enjoy a variety of experiences with Snoopy and his friends while helping them create a movie.
Snoopy™'s Backlot Café (existing)	Restaurant	A café featuring Snoopy and the Peanuts characters, who are loved by people all over the world. Immerse yourself in the world of Peanuts while you enjoy tasting foods and watching illustrations of Peanuts characters.

Snoopy Studios Store (existing)	Shop	A wide array of original goods featuring Snoopy and Peanuts characters await you at Snoopy Studios Store.
---------------------------------	------	---

Hello Kitty Fashion Avenue Zone

Concept: A ribbon-themed boutique opened by Hello Kitty, who has just returned from Hollywood and loves ribbons very much.

Name	Type	Features
Hello Kitty's Cupcake Dream	Ride Attraction	You are invited to Hello Kitty's cake party. Which cake would you choose from a wide array of colorful cupcakes? Cups rotate to the music. You'll have more fun when you turn the steering wheel.
Hello Kitty's Ribbon Collection	Meet & Greet Slide	Hello Kitty opened her boutique to receive prestigious guests. Look at the latest fashion items she has designed. Then wear the same ribbons as Hello Kitty to take commemorative photos with her in a private room!
Hello Kitty's Cupcake Shop	Restaurant	A wide array of colorful stick-type cupcakes, Hello Kitty's favorite! Choose your favorites from these cakes that you can easily eat in one hand.
Hello Kitty's Apple Fries	Food Cart	Taste nouvelle sweets made with apples, Hello Kitty's favorite fruit! Why not try the freshly fried apple dipped with lots of special sauce?
Hello Kitty's Ribbon Boutique	Shop	Hello Kitty's ribbon-themed shop filled with dazzling fancy items!

Sesame Street™ Fun World Zone

Concept: This zone, sharing the largest space at “Universal Wonderland”, consists of three areas: Sesame Street™ Plaza (outdoors), Elmo's Imagination Playland (indoors), and Sesame Central Park (outdoors).

[Sesame Street™ Plaza (outdoors)]

Name	Type	Features
Big Bird's Big Top Circus	Ride Attraction	Rotate elegantly on the back of animals that are stars of Big Bird's circus. Enjoy feeling as if you were a member of the circus!
Elmo's Little Drive	Ride Attraction	Children can enjoy driving slowly on the small circuit course in a car illustrated with Elmo's pretty face. Even 3-year-old children can fully enjoy driving in the car.

[Elmo's Imagination Playland (indoors)]

Name	Type	Features
Elmo's Bubble Bubble	Ride Attraction	Ride on the back of Dorothy, Elmo's pet goldfish, and enjoy traveling through the bubble-filled stream. On your way you will be immersed in soap bubbles made by Elmo and feel like you were traveling through real bubbles.
Bert and Ernie's Wonder – The Sea	Ball Pool, Slide	Swim in a ball pool filled with lots and lots of balls. Move your body to the fullest extent.
Grover's Construction Company	Playland	Use large blocks to build a castle, train or anything you want by using your rich imagination.

Big Bird's Big Nest	Athletics	A huge net-shaped jungle gym that looks like Big Bird's nest. Move your body freely by going up and down the jungle gym any way you like.
Moppy's Lucky Dance Party	Dance	Enjoy dancing to happy music with a DJ. Dance hard and you will get a lucky prize at the end.
Abby's Magical Party	Playland	A playland where small children can fully play, freely moving their body in the magical, mysterious space
Cookie Monster Kitchen	Restaurant	See Cookie Monster the big eater's kitchen. Many adorable menu items are available like Cookie Monster chef's sandwiches and cookies.
Sesame Street™ Kids Store	Shop	Mainly targeting kids, this shop offers toys and many other Sesame Street™-related goods that will excite small children!

[Sesame Central Park (outdoors)]

Name	Type	Features
Sesame's BIG DRIVE	Ride Attraction	A ride attraction mainly targeting elementary school students. Guests can enjoy driving in a car featuring Sesame Street™ characters the way they want on a driving course that simulates the real Central Park in New York City.
And many more...

* Sesame Central Park will contain several enjoyable facilities in addition to Sesame's BIG DRIVE. Details will be announced as soon as they are determined.