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NEWS RELEASE

Thursday, June 6, 2013

Hollywood Dream -The Ride- Backdrop- **The exciting backward ride extends operation until September 30, 2013!**

Ultimate thrill of the backward coaster continues.
Experience both the forward and the backward rides this summer!

Universal Studios Japan (Headquarters: Konohana-ku, Osaka) has decided to extend the operation of Hollywood Dream – The Ride - Backdrop -, the limited-period-only scary backward roller coaster, until **Monday, September 30, 2013** (initially planned to end operation on Sunday, July 7), in response to its high popularity. During this period both the forward and the backdrop versions*¹ of Hollywood Dream – The Ride will be operated. This summer, enjoy the ultimate thrill ride experience to the fullest with this time-limited world-class roller coaster.

*¹ Travel direction of the coaster is the same as for the conventional type, but seating direction is reversed. Guests face backwards, not in the traveling direction.



Hollywood Dream-The Ride - Backdrop -

◆ *Ultimate thrill roller coaster highly acclaimed! Hollywood Dream – The Ride - Backdrop -*

Hollywood Dream – The Ride - Backdrop -, the backward version of the novel high quality roller coaster Hollywood Dream – The Ride made its debut at the Park on Friday, March 15, 2013. With ultimate thrills and sense of exhilaration created by sudden backward plunges at unbelievably sharp angles, this limited period-only roller coaster won **the highest rating** in the survey on Universal Studios Japan's attractions conducted by USJ Co., Ltd. for guests who experienced the backward ride. Here are some examples of guests' praise: **“I was almost fainting! A perfect ride - I felt as if I was actually flying in the air.”** (age 24, female, Osaka); **“I just couldn't stop screaming. This was the scariest ride I've ever experienced, but I want to ride it again!”** (age 20, female, Hyogo). Since its debut three months ago, Hollywood Dream – The Ride - Backdrop – has continued to give many guests thrilling backward ride experiences each day. Because of its continued popularity and high rating, Universal Studios Japan has decided to extend its operation period.

★Battery, a SMAP song specially written for the ride attraction, continues to play on both backward and forward versions of Hollywood Dream – The Ride this summer!

Universal Studios Japan and the Japanese superstar unit SMAP launched a collaboration project UNIVERSAL STUDIOS JAPAN×SMAP: WORLD ENTERTAINMENT PROJECT. As the first program of this project, Hollywood Dream – The Ride included a SMAP's song “Battery” in its on-board selective music options: single song “Battery” for forward version of the roller coaster, and more excitingly-arranged “Battery (Jeff Miyahara Remix)” for backward version. Guests can enjoy an even more thrilling and exciting ride while listening to “Battery” which was specially written for this project in commemoration of the debut of the Hollywood Dream – The Ride - Backdrop -.

★Shorten your wait time! Universal Express Pass Booklet - Backdrop - is now on sale

The sales period of Universal Express Pass Booklet - Backdrop -, with which guests can shorten their wait time for Hollywood Dream – The Ride - Backdrop – and other popular ride attractions, will be extended as well in line with the operation period extension of the Hollywood Dream – The Ride - Backdrop -. Two types of the Universal Express Pass Booklet - Backdrop -are available: Universal Express Pass Booklet 7 (¥5,600) and Universal Express Pass Booklet 4 (¥3,900) that reduce waiting time for seven and four popular attractions, respectively. These booklets are very popular among guests who want to enjoy the ultimate thrills smoothly without long waiting times, so it is recommended to purchase the booklets via WEB ticket store in advance.

<Hollywood Dream – The Ride: Outline>

Course	Total length: 1,267 m / Highest point: approx. 43 m / Maximum incline: approx. 60 degrees / Angle of tube lift (at the point of rise immediately after start): approx. 40 degrees
Sensible gravity	Maximum: 3.57 G / Minimum: -0.26G
Time / Speed	Approx. 3 minutes / Maximum speed: approx. 90 km/h
Design of vehicle	36 persons (4-seats × 9 lines) per train Number of LED lights: 312
Body color	Forward: purple / Backdrop: red & gold
LED colors	Forward: white/Backward: red, orange, white
Audio system	Guests can enjoy the ride while listening to their favorite BGM selected from five options— the first system in the world*1, and only system in Japan*2 1. Battery (SMAP) for forward version, Battery: Jeff Miyahara Remix (SMAP) for backward version 2. I Cry (Flo Rida) 3. Celebration (Madonna) 4. Live While We Are Young (One Direction) for forward version, Numb (Usher) for backward version 5. Set Me Free (Jordyn Taylor) *BGM options may be subject to change without notice.
Universal Express Pass Booklet	Universal Express Pass Booklet - Backdrop – (Universal Express Pass Booklet whose target attractions include Hollywood Dream –The Ride – Backdrop) is now on sale for limited period only. Price: Universal Express Pass Booklet 7 (¥5,600), Universal Express Pass Booklet 4 (¥3,900) * Booklet prices differ depending on target attractions. Where to buy: Advance sale on WEB ticket store, Lawson (Loppi at Lawson stores, Lawson Ticket.com) Booklets for the day are available at ticket booths in the Park. (No sales on the day if the booklets have been sold out in advance sales)

*1 As of March 2007 *2 “Survey on roller coaster guests selecting their favorite BGM” conducted by USJ Co., Ltd., as of February 6, 2013

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Universal Studios Japan aims to create a place where guests can make world-best memories with world-best quality entertainments.

<Universal Studios Japan Annual Schedule>

- Summer seasonal event: Happy Surprise Summer from Friday, July 5, to Sunday, September 8, 2013
- Autumn seasonal event: Universal Surprise Halloween from Friday, September 13 to Sunday, November 10, 2013
- Autumn seasonal event: Halloween Horror Night from Fridays, Saturdays, Sundays, and Mondays from Friday, September, 13 to Sunday, November 10, 2013 and Thursday, October 31, 2013
- Winter seasonal event: Universal Wonder Christmas from November 15, 2013 to January 6, 2014 (scheduled)
- Universal Countdown Party 2014 from December 31, 2013 to January 1, 2014

*The above schedule is subject to change for certain reasons.

Universal Studios Japan will open the Wizarding World of Harry Potter in late 2014 for the first time outside the U.S. As a place where all family members will be able to have fun together, the attraction will authentically bring the stories of Harry Potter to life, by meticulously reproducing the wizarding world, including the magnificent Hogwarts Castle and surrounding landscapes, as seen or read by Harry Potter fans in the movies and books.