



MADAME TUSSAUDS HOLLYWOOD

MORE THAN JUST A WAX MUSEUM!

Hooray for Hollywood! **Madame Tussauds Hollywood** is poised to become the premier guest destination in Hollywood – the Entertainment epicenter – when it opens a new multi-million dollar attraction in August 2009 next to the world famous Grauman’s Chinese Theatre. The all-new \$55 million dollar attraction, the first-ever to be built from the ground up, will take guests on a unique, immersive and emotionally-charged journey interacting with their favorite celebrities – without velvet ropes or barriers – stepping into elaborate sets that truly create a memorable guest experience. At Madame Tussauds Hollywood, guests will experience the real glamour and elegance of Hollywood from the classic silver screen stars to contemporary actors and filmmakers. Spread over three floors and 18 themed zones, there will be plenty of interaction, surprises and some truly breathtaking experiences. The only question that remains is... who do you want to meet?

COURTYARD

Upon arrival to Madame Tussauds Hollywood, guests can join Marilyn Monroe in an iconic Hollywood tradition by placing their hands into pre-cast cement, recreating the famous Grauman’s Chinese Theatre hand print ceremony.

Meanwhile, guests will be shocked to see *Pulp Fiction* badass Samuel L. Jackson watching the festivities, and his powerful celebrity presence helps build anticipation of what to expect inside the attraction.

RED CARPET ARRIVAL

As you enter the attraction and begin your stroll down the red carpet, you are greeted by President Barack Obama. But with all due respect to the President, you and other guests soon realize this is their Hollywood premiere event and the cameras and attention are on them! Just like the real stars, you encounter Joan Rivers with a microphone in hand asking, "What are you wearing?" in her trademark wisecracking style. As you continue to sashay down the red carpet, you see Nicole Kidman looking sumptuous in a shimmering full length cocktail dress and Johnny Depp inviting you to pose for the paparazzi, all ready for a night of glamour, glitz and adulation. It's just another night in Hollywood...or is it? After all, this is Madame Tussauds Hollywood and anything is possible, just around the corner.

A-LIST PARTY

The vibe and atmosphere is electric as guests make their way past the red carpet and arrive to the hottest party in town. There's a multitude of major stars to mingle with, perform with Beyoncé and Elton John; cozy up in an intimate conversation with heartthrob George Clooney or rub elbows with other famous A-list celebrities including Justin Timberlake, Brad Pitt, Julia Roberts, Jennifer Lopez, Will Smith, Jennifer Aniston, Penelope Cruz, Britney Spears, Zac Efron, and a host of headlining stars, this is the biggest party Hollywood has ever seen.

SPIRIT OF HOLLYWOOD

Even a world-class Hollywood party has to eventually come to an end; however, the excitement continues as you descend into the Spirit of Hollywood area and experience all the romance, splendour and grandeur of the golden era of cinema. Along the way, you meet screen icons and Hollywood legends Johnny Grant, Charlie Chaplin, Marlene Dietrich and, of course, Marilyn Monroe looking ever-so glamorous in her long sparkling ruby ball gown.

Vibrant scenes from 1930s and 1940s cinema invite guests to participate in several photo opportunities including a chance to step into a dance sequence with Ginger Rogers and Fred Astaire – a classic Hollywood ‘dancing with the stars’ moment. Next it’s time to prepare for departure: the rotating propeller and sound effects make for an exhilarating photo opportunity with aviator and filmmaker, Howard Hughes. After this high flying moment, guests can continue to meeting larger than life Hollywood screen legends including Bob Hope, James Dean, Vivien Leigh, Clark Gable, Bette Davis, Ingrid Bergman, Judy Garland and George Burns.

The Spirit of Hollywood journey continues through memorable and highly immersive screen moments of the 1950s and 1960s. Guests are invited to sit in a boat next to Katharine Hepburn with Humphrey Bogart nearby, recreating a scene from the *African Queen*. If guests prefer a more arid climate, they can ride a camel with Peter O’Toole in Arabian attire from *Lawrence of Arabia*. Or if it’s a wintry feel they seek, guests can join James Stewart in a snowy scene from *It’s A Wonderful Life*.

For more intimate encounters, guests will feel like royalty relaxing next to Elizabeth Taylor, in her Egyptian glory, as Cleopatra reclining on a chaise lounge.

Finally, guests to Madame Tussauds Hollywood can travel back into *One Million Years B.C.* for a photo opportunity with sexy Rachel Welch.

WESTERNS

The smell of gun powder and the sounds of spurs clicking, horses neighing, and gunfights blasting alert guests to their arrival to the wild, wild, West. Saddle up with classic Western cowboys such as John Wayne in his Oscar®-winning *True Grit* character – Rooster J. Cogburn – as well as with *Butch Cassidy and the*

Sundance Kid stars, Paul Newman and Robert Redford. On the veranda, join legendary gunslinger, Clint Eastwood, for a photo opportunity posing for your very own sepia-toned 'Wanted Poster' to round out the ultimate Western experience.

CRIME

The crime themed area emanates a dark and sinister atmosphere as guests are invited for a 'sit down' across from *The Godfather*, Marlon Brando, perhaps making him an offer he can't refuse! Guests will meet other famous gangsters including Robert De Niro and Al Pacino, complete with machine gun, in Brian De Palma's classic film, *Scarface*.

At last, guests can imagine themselves as Clarice Starling coming face-to-face with the bone-chilling Hannibal Lecter – from *The Silence of the Lambs* – played masterfully by Sir Anthony Hopkins in his Oscar®-winning performance. Providing an unexpected fright, Hannibal Lecter whispers shockingly to guests nearby using directional speakers.

MODERN CLASSICS

With a welcome mood change from the dark and foreboding crime scene, the Hollywood journey continues in an eclectic, energetic and exciting area capturing some of the greatest movie moments from contemporary cinema. Guests might sit down on the park bench next to Tom Hanks as he offers them chocolate while portraying his Oscar®-winning character in *Forrest Gump*, or they might join Eddie Murphy on the beat as the hilarious Detective Axel Foley from *Beverly Hills Cop*.

Guests can also step into the boxing ring; hearing the crowd cheer and the fight bell sound as they square off against Sylvester Stallone as the legendary *Rocky*. In the distance, they will see Steve McQueen inviting them to join him hastily on *The Great Escape*.

The well-known phrase, “Mrs. Robinson, you’re trying to seduce me” is uttered as guests encounter Dustin Hoffman in a hotel bedroom scene from *The Graduate*. For that sexy touch in this photo opportunity, a prop leg of Mrs. Robinson adds to the scene. And for contemporary film buffs, guests can beam aboard the starship Enterprise and command the bridge in an iconic set from the *Star Trek* franchise.

MAKING MOVIES

It’s a back stage pass like never before when guests get the chance to take a tour around the studio back lot to see what goes on behind-the-scenes and meet their favorite stars hard at work. Comedian Jim Carrey welcomes everyone into the themed area which hosts several first-time ever Madame Tussauds figures, such as Martin Scorsese and Quentin Tarantino who demonstrate the art of filmmaking in all its magical splendor. Guests can pose with the A-list directors and actors including Robin Williams, Steven Spielberg, Cameron Diaz and many more who make the movie magic happen time and again.

AMERICAN IDOL

The spotlight is on you! Madame Tussauds Hollywood is giving each guest an opportunity to sing in Hollywood on TV’s #1 hit program, “American Idol.” You’re going to Hollywood, baby! Host Ryan Seacrest invites guests to take the stage, choose a song and give it their all. Cameras project the singer on large plasma screens and controversial judge Simon Cowell watches AND comments on each performance. Regardless of what Cowell and company say about the talent, guests won’t be able to resist the karaoke opportunity to sing for and pose with TV’s most famous talent scouts.

SPORT

The air is electric and the mood is frenetic as guests make their way into the sports pavilion to meet some of the most famous athletes in the sports world.

Guests can step onto the green and consult with Tiger Woods before attempting to sink that eagle putt or they can take a high-flying challenge by putting their hoop skills to the test against one of the NBA's best, Los Angeles Lakers' superstar Kobe Bryant. They can also put the pedal to the metal by racing cyclist Lance Armstrong in a thrilling photo-finish at the Tour de France or they can pose on a half pipe while skateboard legend Tony Hawk soars on his board overhead.

ACTION HEROES

The journey continues in a futuristic, thrilling zone complete with cutting-edge graphics, dramatic lighting and sound effects that define Hollywood's top grossing film genre – the action movie. Guests will be surprised to see Antonio Banderas crashing through a stain glass window when he comes to their rescue as the swashbuckling hero, Zorro. It's a thrill to come face to face with famous action stars like Arnold Schwarzenegger as the Terminator; Bruce Willis as police officer John McClane; Halo's Master Chief; and Australian heartthrob Hugh Jackman as the untamed Wolverine. Guests can 'see' *Fantastic Four* star, Jessica Alba, as the Invisible Woman, a first-time Madame Tussaud figure.

Everything gets turned upside down when guests meet Spiderman crawling on the ceiling of an office. It's another amazingly unique experience as they crouch down next to the webslinger for a photo opportunity, and then discover that the rotated image shows them hanging with Spiderman from the rafters of the building. Guests will also meet industrialist Tony Stark as played by Robert Downey Jr., who standing heroically next to his alter ego, Iron Man. While safeguarding the city of Hollywood, Iron Man also generously offers guests tips on saving the planet and mankind.

BEHIND THE SCENES

As if the magic of spending the day with all of these famous faces isn't enough, the guest experience continues with Beyoncé Knowles narrating the story of Madame Tussauds and "how we make those amazing figures."

A beautiful recreation of a young Madame Tussaud portrays her amazing story that began more than 200 years ago when she started sculpting figures in the French court of Louis XVI.

Guests will have an opportunity to test their artistic sensibility and knowledge by matching eye samples with celebrity photos and by to answering fun quizzes about the figure making process. Finally, they can make their own hand cast and create a 3-D mold of their hand as a souvenir.

AWARDS CEREMONY

It wouldn't be a true Hollywood experience without a lavish, glamorous and star-studded awards ceremony to attend. The crème de la crème of the acting community are here offering their applause and respect, and the esteemed attendees include Meryl Streep, Morgan Freeman, Tom Hanks and Denzel Washington. Halle Berry invites guests to step up to the podium to accept their awards and to offer a few closing remarks about the amazing journey they have just completed.

It's a non-stop parade of sights and sensations, experiences and adventures, all of which offer unique close encounters with Hollywood A-list stars of the past and present, hosted by the all-new Madame Tussauds Hollywood.

For further information, please contact:

Jerry Digney, Solters & Digney PR
Jerry Brown, Solters & Digney PR
(323) 993-3000 –or– jerry@solters.com; jbrown@solterspr.com

Chris Bess, Madame Tussauds Hollywood PR
(213) 595-5505 –or– chris.bess@merlinentertainments.biz
Visit our website: www.madametussauds.com

About Madame Tussauds

When it opens in August, 2009, Madame Tussauds Hollywood will become the 9th attraction in the Madame Tussauds world-wide portfolio, joining other locations in London, Amsterdam, Las Vegas, New York, Hong Kong, Shanghai, Washington, DC, and Berlin. 2009 will also mark the 200th anniversary of Madame Tussauds which has played host to over one half Billion guests. www.madametussauds.com

About Merlin Entertainments Group, Ltd

MERLIN ENTERTAINMENTS GROUP is the leading name in location based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. The world's second largest visitor attraction operator, Merlin has 58 attractions, 6 hotels and two holiday villages in 13 countries, across 3 continents. The company aims to deliver memorable and rewarding experiences to its 35 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,500 employees. Merlin Entertainments operates the following attractions – SEA LIFE – the world's biggest aquarium brand, Madame Tussauds, LEGOLAND, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures & Zoo, Heide Park, and Earth Explorer. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future. For more information, please visit www.merlinentertainments.biz.