



**LOS ANGELES' NEWEST, MOST IMPORTANT**  
**ATTRACTION, CALL IT THE LATEST 'HOLLYWOOD**  
**BLOCKBUSTER':**  
**\$55 MILLION MADAME TUSSAUDS HOLLYWOOD**

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**First Ever Madame Tussauds In World To Be Built  
from Ground Up**

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**The Buzz: Galaxy of Famous Figures, From Bruce Willis  
to Elizabeth Taylor, Its Biggest Hollywood Figures Collection  
Ever, Featured In Ambitious, World Class Destination**

(Hollywood, Calif., Feb. 1, 2010)---What does the term 'Hollywood Blockbuster' mean to you?

Well, if you're visiting anywhere in the neighborhood of Grauman's Chinese Theatre, perhaps Hollywood's best known destination, you'll encounter Hollywood's newest blockbuster, the all new Madame Tussauds Hollywood, the largest, most important attraction to open in Los Angeles last year and the best place by far for visitors to experience Hollywood's biggest stars up close and in person.

At an average cost of \$300,000 each, the world famous Madame Tussauds figures are in a class of their own and their precision, exactness and life like qualities have never been more fully and artistically realized than at Madame Tussauds Hollywood.

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## MADAME TUSSAUDS/P. 2

The \$55 million Madame Tussauds Hollywood opened at the corner of Hollywood Boulevard and Orange Drive, right next to Grauman's Chinese Theatre, on Aug. 1, 2009, in the first ever Madame Tussauds built from the ground up, an historic milestone for the 200 year-old brand founded in London.

Housed in a 40,000 square foot, three story contemporary building with underground parking and designed by noted Los Angeles architect Michael Rotondi of JAG/RoTo Architects, Madame Tussauds Hollywood features the most comprehensive Hollywood themed collection of wax figures to date.

In addition to life like figures of Bruce Willis, Elizabeth Taylor, Justin Timberlake and Penelope Cruz, among some 100+ featured figures, Madame Tussauds Hollywood takes visitors on an interactive journey unlike any other Madame Tussauds experience.

Every guest gets to be photographed with the stars and you can touch these renowned figures—there are no ropes or glass partitions to keep visitors away from the famous figures.

The Madame Tussauds Hollywood journey starts at its spectacular main entrance off of bustling Hollywood Boulevard, where guests are greeted by the likes of Samuel L. Jackson, Marilyn Monroe and Barack Obama.

As you move past these iconic figures, you'll soon be strolling down the red carpet, as the real stars do. And just like the real stars, you, too, will encounter Joan Rivers, mike in hand, hungry for the next celebrity encounter.

"So, what are you wearing?," she might say to the guest, in her trademark, wisecracking style.

Just another night in Hollywood...or is it? After all, this is Madame Tussauds Hollywood and you never know what's just around the corner.

Next, you'll go, "wow, what a party," as you've now unexpectedly arrive on the inside of a full blown Hollywood party, Madame Tussauds style, going elbow to elbow with some of the hottest stars on the planet.

This is the **Party Room** and features a glitzy assortment of figures, Robert Pattinson, Salma Hayek and Angelina Jolie, among them.

If ever there was an A-list of stars, the Madame Tussauds **Party Room** is it, replete with its very own paparazzo in attendance.

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## MADAME TUSSAUDS/P. 3

But even a world class Hollywood party has to eventually come to an end, so you, the visitor, are now on your way to an equally amazing gathering of stars, all waiting to greet you in the **Spirit of Hollywood** pavilion, where Madame Tussauds Hollywood pays homage to some of the cinema's greatest icons, including James Stewart, Clark Gable, as portrayed in "*Gone With the Wind*," James Dean and Audrey Hepburn, as portrayed in "*Breakfast at Tiffanys*."

Even Alfred Hitchcock is here and the horrormeister has a scary surprise for you...the chance to jump behind the curtain of the "*Psycho*" shower and pose for a blood curdling photograph!

The **Spirit of Hollywood** features dozens of iconic film stars only to be seen here, attired in authentic wardrobe provided by the London studios of Madame Tussauds and the estates of the stars themselves.

Many of the **Spirit of Hollywood** figures are featured in the costumes and settings of their most famous film characters with outfits supplied by the studios that produced these unforgettable films.

Galloping right along, our next stop is the Madame Tussauds Hollywood **Westerns** area, another great photo opportunity for starry eyed visitors.

The "King of western films," John Wayne, in his Oscar®-winning "*True Grit*" character of Rooster J. Cogburn, is featured here among a cast of grizzly western stars that are beloved the world over, from Clint Eastwood, in "*The Man With No Name*," to Paul Newman, "*Butch Cassidy and the Sundance Kid*."

From grime to crime: Don't get held up too long among the **Westerns** as there's more Hollywood style thrills just around the corner in the Hollywood **Crime** space, dutifully occupied by such frightening characters as Al Pacino, as the bullet proof Michael Corleone in "*The Godfather*," and Anthony Hopkins, as the bone-chilling Hannibal Lecter in "*Silence of the Lambs*."

Every generation of crime thug is represented in the **Crime** arena, from Marlon Brando to Colin Ferrell, and some of the best photo opportunities for visitors in the attraction are here, too.

Of course, along with the film classics, many of which are featured in the **Spirit of Hollywood**, no stroll down Hollywood history would be complete without a nod to the Modern Classics.

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## MADAME TUSSAUDS/P. 4

**Modern Classics** at Madame Tussauds Hollywood means an area dedicated to flashbacks of more recent milestone movie making, like *“The Graduate,” “Forrest Gump”* and *“Star Trek 2.”*

A visit to **Modern Classics** means getting up close and personal with some of Hollywood’s more recent, iconic characters and here fully posed and awaiting their close ups are William Shatner, Tom Hanks and Dustin Hoffman, among others.

Yes, you can even sit on the park bench with *“Forrest Gump”* and munch on a candy bar while idling away at **Modern Classics** before moving on to **Making Movies**, your next stop on the immersing adventure you’ve embarked on, known as Madame Tussauds Hollywood.

Here at **Making Movies**, unlike any other place in Hollywood, you’ll get to see first hand how movies are made, and what a process that is!

Any number of first time ever Madame Tussauds figures, from Martin Scorsese to Quentin Tarantino, help demonstrate the art of film making in all its magical splendour at **Making Movies**, where you can pose with the men and women who make the movies an unforgettable storytelling experience.

For those visitors who love Michael, Madonna and Elton, Madame Tussauds Hollywood also has a special treat for you.

In the **Pop Icons** space, you can take the stage with Michael, get into the groove with Madonna or double on the piano with Elton.

It doesn’t matter if you’re a pop legend or a diva, this room will hit a note with you. So strap on your air guitar or hit the dance floor for a fabulous time!

Let’s move on to the **Sport** pavilion, adapted to Madame Tussauds Hollywood to pay proper homage to the many sports stars who have athletic roots in California, including skate board champ, Tony Hawk, and Kobe Bryant, all star athletes who share one thing in common, their collective debut at Madame Tussauds **Sports**.

As we dribble our way into the next featured area, take note of Antonio Banderas, as *“Zorro,”* and Bruce Willis, as John McClane in *“Die Hard 4.0,”* two of the many featured stars in the all new **Action Heroes** area, one of the attraction’s biggest spaces, teaming with a testament to testosterone—the super stars of the action flick, Hollywood’s top grossing film genre!

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## MADAME TUSSAUDS/P. 5

If all this action and reaction wasn't enough to knock the wind out of you, hold on, there's more, slightly tamer fare, perhaps, but after all this elbow rubbing with stars of all stripes aren't you curious about how these amazing figures are made?

Well, we're going to tell you, so we recruited one of the biggest stars out there, Beyoncé, to help narrate our story, the story of Madame Tussauds and "how we make those amazing figures." Here in **Behind the Scenes**, you'll also have a chance to meet the woman herself, Madame Tussaud.

A beautiful and authentic figure of a young Madame Tussaud is featured in **Behind the Scenes** and you'll get to hear her amazing story, begun some 200 years ago when she first started sculpting figures in the French court of Louis XVI.

A female version of P.T. Barnum, Madame Tussaud was a pioneering showman who first started traveling by horse and carriage with her figures from town to town before settling in London, where she opened the world renowned Madame Tussauds London.

With a little history under your belt, there's just enough time left to bask in some last minute Hollywood glory, so let's pop into the **Awards Ceremony** area and hang out with some true award winners, dudes like Jack Nicholson and Tom Hanks and divas we love, like Halle Berry and Meryl Streep.

Oh, feet hurt? Relax, Jack's been waiting for you and saved some room for you on the couch in the VIP lounge.

Chill out, you'll need some time to absorb what you just experienced, a non stop parade of sights and sensations, experiences and adventures, up close encounters with stars both past and present—two-plus hours of Hollywood, A-Z, in the best company the movies can offer, an A-list of wax figures and experiences brought to you by the all-new Madame Tussauds Hollywood.

Merlin's Managing Director of Property Development, Nick MacKenzie says, "When we first looked at bringing our world-famous brand to the United States we knew we had to be in Hollywood."

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### **QUICK FACTS:**

<b>WHAT:</b>	<b>MADAME TUSSAUDS HOLLYWOOD</b>
<b>OPENED:</b>	AUGUST 1, 2009
<b>LOCATION:</b>	Hollywood Blvd. & Orange Dr., next to Grauman's Chinese Theatre
<b>HOURS:</b>	Open 364 days a year (Closed on Oscar® day) Hours of Operation: Monday to Thursday – 10am to 8pm Friday to Sunday - 10am to 10pm
<b>ADMISSION:</b>	\$25 adults; \$18 children, 12 and under
<b>EXPERIENCE:</b>	2+ hours
<b>PARKING:</b>	Under Madame Tussauds, enter off of Orange Dr.
<b>PHONE:</b>	(323) 798-1670 (Mon-Fri 9am to 5pm)
<b>WEBSITE:</b>	<a href="http://www.madametussauds.com/hollywood">www.madametussauds.com/hollywood</a>

### **About Madame Tussauds**

When it opens in 2009, Madame Tussauds Hollywood will become the 9<sup>th</sup> museum 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 200<sup>th</sup> anniversary of Madame Tussauds which has played host to over one half Billion guests. [www.madametussauds.com](http://www.madametussauds.com)

### **About Merlin Entertainments Group, Ltd**

The **MERLIN ENTERTAINMENTS GROUP** is the leading name in location based, family entertainment, which has seen the most successful and dynamic growth of any company in the sector over the last five years. Europe's number one, and the world's second largest visitor attraction operator, Merlin has 62 attractions and 6 hotels in 12 countries, across 3 continents. The company aims to deliver memorable and rewarding experiences to its 38.5 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 14,000 employees. Merlin Entertainments operates the following attractions – SEA LIFE – the world's No 1 aquarium brand, Madame Tussauds, LEGOLAND, The Merlin Entertainments London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures, Heide Park, Underwater Adventures, and Earth Explorer. For more information, please visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz)

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