



Madame Tussauds unveils major new experience as MARVEL SUPER HEROES 4D GOES LIVE

The biggest new experience to be launched at the world famous Madame Tussauds London in over seven years got positive reviews from first guests this morning (Wednesday 2nd June) as Marvel Super Heroes 4D officially opened its doors.

Spreading across three floors of the attraction's famous domed auditorium, **Marvel Super Heroes 4D** brings to life some of the world's best loved Super Heroes through a mix of 4D animation, interactive themed areas and startlingly realistic Madame Tussauds wax figures.

A group of young Marvel fans were the first to enjoy the new attraction, taking their seats in the newly installed 4D cinema to view a specially commissioned animated 3D Marvel film short with added high impact "4D" effects. Eleven year old, Nathan Wilson from Ealing, London was suitably impressed. "The film was awesome; the Heroes came right out of the screen over your head and you could feel the robots scuttling past your legs when they invaded. I liked it best when the Hulk clapped and sneezed – even though we got pretty wet!"

The youngsters also got up close to six Super Hero wax figures and tried out a range of Super Hero interactives from turning invisible with The Invisible Woman (as portrayed Jessica Alba), going green with Madame Tussauds' biggest figure ever, the gargantuan 4.5m Hulk and trying out Wolverine's deadly adamantium claws alongside the mutant hero (as portrayed by Hugh Jackman). The other wax figures featured are Spider Man, featured in a cleverly inverted office where guests can literally "hang out" on the ceiling, Head of S.H.I.E.L.D (Supreme Headquarters International Espionage Law-enforcement Division), Nick Fury (as portrayed by Samuel L Jackson), and Ironman*.

"This is the biggest new experience we have introduced here at Madame Tussauds London since we re-developed the Chamber of Horrors over seven years ago," commented General Manager, Edward Fuller. "We're delighted with the results. The 4D film action spills out of the screen right over the audience who should expect special effects involving water, smoke, seat tremors and wind. Every centimeter of the huge 70m dome is fully utilised and people absolutely loving it".

The experience took six months and a diverse collaborative team of experts to bring to life. The figures and themed experience were created by Madame Tussauds' Studios teams and unrivalled sculptors. More than 1000kgs of clay was used in the making of the Super Hero figures as well as 100 litres of oil paint to build up the accurate skin tones and 50,000 individually inserted hairs! Each figure cost £150,000.

The film has been created by one of the world leaders in CGI feature films and 4D attractions, Threshold Animation Studios, working in close collaboration with Marvel. The nine minute film presentation unites a crack team of Marvel Super Heroes – Hulk, Captain America, Iron Man, Spider-Man, Wolverine and Ms Marvel - in an all new adventure set in London, and is the first time ever that a group of Marvel Super Heroes have been brought together in a 3D film. The story took 30 draft scripts, used more than 1,000 reference photographs and notched up 13,000 hours of CGI animation time to come to the big screen. And Marvel fans should listen out for a sneaky cameo voice over from the legendary Stan Lee.

The new experience is open seven days a week and entry is included in admission to Madame Tussauds.

*** For a limited period at opening the attraction will also feature the figure of Robert Downey Jr as Tony Stark/Ironman. A fully armour clad Ironman suit will be installed with accompanying interactives later in June.**

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Madame Tussauds

- Madame Tussauds Studios London has been making wax figures for over 150 years. Each masterpiece takes four months, and a team of 20 dedicated sculptors, to create. Over 500 precise body measurements are referenced, real head hairs are inserted one by one, and countless layers of paints and tints are applied to build up skin tones - all to achieve the kind of astonishing realism that has kept Madame Tussauds world renowned for over two centuries.
- Madame Tussauds has attractions in London, Hollywood, New York, Las Vegas, Washington D.C., Amsterdam, Berlin, Hong Kong and Shanghai with interactive figures and experiences built around fame and celebrity. In London, guests can get up close and personal with incredibly lifelike replicas of 21st century stars like Daniel Craig, Nicole Kidman, Kate Moss and Johnny Depp; brave the scariest Chamber Of Horrors yet, complete with actors as bloodthirsty serial killers and take a time-travelling taxi ride through 400 years of amazing London history.
- **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 six years. Europe's No 1, and the world's second largest visitor attraction operator, Merlin has 60 attractions, 6 hotels and two holiday villages in 13 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 15,000 employees. Merlin Entertainments operates the following attractions – SEA LIFE – the world's biggest 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, and Earth Explorer. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future.

Marvel Entertainment, LLC

- Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 5,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios and Marvel Animation) and publishing (via Marvel Comics). Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world, including feature films, consumer products, toys, video games, animated television, direct-to-DVD and online. For more information visit www.marvel.com.

Threshold Animation Studios

- Threshold Animation Studios makes family oriented computer generated animated films, television and location based entertainment. Through a unique technology alliance with IBM, Threshold built one of the most advanced production facilities in the world. The companies jointly developed new technologies that help it improve the animation process, reduce the cost of production, and provide more creative control to both its directors and performers.

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