



NEW MARVEL SUPER HEROES 4D AT MADAME TUSSAUDS LONDON

A HEROIC NEW ATTRACTION FOR SUMMER 2010

Guests to Madame Tussauds London will enjoy a heroic new experience this summer as Marvel Super Heroes 4D arrives at the world famous attraction. Some of Marvel's best loved Super Heroes will be brought to life in three floors of multisensory fun featuring a mix of interactive themed areas, startlingly realistic Madame Tussauds wax figures and an **ALL NEW Marvel Super Heroes 4D film adventure**.

ENTER THE SUPER HERO COMMAND CENTRE

Marvel Super Heroes 4D will take guests right inside the Super Heroes' top secret command centre – S.H.I.E.L.D (Supreme Headquarters International Espionage Law-enforcement Division) - and they will be immersed from the moment they arrive. Hulk's gigantic legs can be seen standing astride a massive plinth, his torso disappearing through a gaping hole in the ceiling. The super sized Super Hero has broken out of his Gamma Chamber triggering warning lights and emergency alarms. Circling around the massive feet of the gargantuan 4.5m tall figure, guests can gaze up and get a tantalizing glimpse of what awaits them on the next level.

THE HALL OF HEROES

Next stop is The Hall of Heroes for some close up and interactive Super Hero action. A very angry **Hulk** bursts up through the floor with muscles rippling across his huge chest, face contorted in rage. Guests can measure up to his outsized vital statistics, stand inside his huge outstretched hand and even "turn Hulk" themselves courtesy of a special interactive that will make them appear very, very big and very, very green. Nearby, showing off his amazing arachnid powers, is Spider-Man and a cleverly inverted office scene means guests can literally "hang out" with him on the ceiling.

The figure of Wolverine (as portrayed by Hugh Jackman) shows off his awesome foot long Adamantium claws to full effect and guests can try them out for size with some special replica versions. No stranger to danger, The Invisible Woman can melt away into the ether and an ingenious graphic effect will allow fans to become semi transparent as they stand alongside her figure (as portrayed by Jessica Alba). Guests can also find out much more about the featured Super Heroes via graphic light boxes and interactive displays.

HEROES GALLERY

Linking the Hall of Heroes to the final level is the Heroes Gallery – a futuristic gallery space with Super Hero artwork and a mutant mirror wall that will show guests some very alternative images.

SUPER HERO TEST AREA

Themed as a test laboratory the next level is full of high tech equipment and fans will come face to face with one of the most technologically advanced Super Heroes of them all – Iron Man. Stepping inside Tony Stark's work room guests will be able to measure up to his alter ego in full Super Hero regalia and test out his unique armour by stepping into a replica chest shield. Across the room is S.H.I.E.L.D boss, Nick Fury (as portrayed by Samuel L Jackson), keeping a watchful eye on proceedings as guests prepare to enter the final phase of their Super Hero adventure – the Marvel Super Hero 4D auditorium.

MARVEL SUPERHEROES 4D – THE FILM (AND MORE ...)

The climax of the experience is a new 360° nine minute animated 4D cinema attraction, complete with high impact special effects. Screened in Madame Tussauds' famous domed auditorium, the story unites a crack team of Super Heroes including Hulk, Spider-Man, Wolverine, and Iron Man in a battle against one of Marvel's most villainous baddies in ***an all new adventure set in the UK.*** The Super Heroes arrive in London to receive special bravery awards from the Queen only to find The Capital under threat from evil genius, Doctor Doom. The deadly Doctor is intent on destroying the Super Heroes and their secret command centre and has created an army of lethal robotic accomplices to help him.

Utilising the entire 70m circumference of the dome, Marvels Super Heroes 4D unites amazingly realistic 3D animation with state of the art digi-star projection and then adds in an extra-sensory fourth dimension. The action will spill out of the screen over the audience and thrill-enhancing special effects - from water and smoke to tremors beneath the feet - will touch every sense, drawing them right into the heart of the adventure. As the story unfolds the London skyline is vividly brought to life and guests will literally feel the impact of the villain's invasion and the force of the Super Heroes' strength as they do battle.

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 figures and themed experience have been brought to life by Madame Tussauds' creative team and unrivalled sculptors.

Marvel Super Heroes 4D is scheduled to open June, only at Madame Tussauds London, to find out more visit www.madame-tussauds.co.uk/4d. An all access ticket to Madame Tussauds, which now includes Marvel Super Heroes 4D, is priced at £28 for a standard adult walk-up; with online advance tickets from £25.20. Book ahead and skip the main queue on 0871 894 3000 or log on at www.madametussauds.com/London. Open from 9.30am – 5.30pm weekdays; or 9.00am – 6.00pm on weekends and during school holidays.

Notes to editor:

The Super Hero figures featured in the experience are:

- Hulk
- Spider-Man
- Wolverine (as portrayed by Hugh Jackman)
- The Invisible Woman (as portrayed by Jessica Alba)
- Iron Man (in armour)
- Nick Fury (as portrayed by Samuel L Jackson)

The Super Heroes featured in the 4D film attraction are:

- Hulk
- Spider-Man
- Wolverine
- Iron Man
- Captain America
- Ms. Marvel
- AND villain, Doctor Doom

For further information on Madame Tussauds:

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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.

About 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.