

News release
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COLOSSAL KONG MAKES ROARING ENTRANCE AT MADAME TUSSAUDS

Eighteen-foot animatronic face of Kong unveiled in iconic London and New York attractions alongside wax figure of Hollywood star Tom Hiddleston

7th March 2017: Today, Madame Tussauds London unveiled its exciting new Kong: Skull Island experience with a thunderous roar as an eighteen-foot animatronic head of monstrous beast Kong touched down in the attraction's bamboo-laden jungle. Taller than a double-decker bus and as loud as a landing Boeing 737 jet, the latest addition to the venue is bound to amaze guests as they come face-to-face with one of the most powerful creatures in cinematic history.

In partnership with Legendary Pictures and Warner Bros., the interactive Kong head took 33 engineers 72 days to build and weighs in at over 3,000lb – heavier than 10 real-life gorillas. Visitors that take on the challenge to feel Kong's roar will also be tracked on their jungle journey by the beast's 22-inch-wide eyes, fitted with laser radar motion sensors.

Joining guests on their adventure as they evade the traps of Skull Island will be Hollywood heart-throb Tom Hiddleston's wax figure, depicted as the film's protagonist Captain James Conrad.

"We're elated to have this unique opportunity to bring fans into the mysterious world of Skull Island and face-to-face with Kong himself, said Legendary CMO, Emily Castel. "The level of detail that Madame Tussauds has put into both Kong and the Captain James Conrad character figure truly promises guests a fully immersive experience that won't soon be forgotten."

Edward Fuller, General Manager at Madame Tussauds London, said: "This experience is as close as fans can possibly get to meeting a living, breathing Kong. Creating an animatronic of this size is a first for our attraction, it's not often we reveal a new addition that stands taller than 5,000 stacked Oyster cards.

We've worked closely with Legendary and Warner Bros. to ensure the experience is as accurate to the film as possible. Guests will be transported on an adventure with man of the moment, Tom Hiddleston, and literally feel the roar of Kong, king of the jungle.”

The Kong: Skull Island experience will also appear in Madame Tussauds New York.

For more information, please visit www.madametussauds.com/kong.

ENDS

#feeltheroar

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Kong: Skull Island is a permanent addition to Madame Tussauds London and is included in the price of regular admission.

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Notes to editors

Madame Tussauds London and Merlin Entertainments plc

- Madame Tussauds London is located next to Baker Street tube station and open seven days a week – opening times vary, check the website for details before visiting, www.madametussauds.com/london
- Madame Tussauds has attractions in London, Hollywood, Las Vegas, New York, Orlando, San Francisco, Washington D.C., Amsterdam, Berlin, Vienna, Bangkok, Beijing, Hong Kong, Tokyo, Shanghai, Singapore, Wuhan, Blackpool UK and Sydney, with experiences built around fame and celebrity. In London, guests can get up close and personal with more than 300 lifelike wax figures of today's biggest stars; take a time-travelling taxi ride through 400 years of amazing London history; enjoy the exclusive Marvel Super Heroes 4D movie experience; and come face-to-face with 18 of the biggest heroes and villains from the *Star Wars* universe in 12 scenes recreating some of the most iconic moments in film history.
- Merlin Entertainments plc is a global leader in location based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 100 attractions, 13 hotels and 5 holiday villages in 24 countries and across 4 continents. The company aims to deliver memorable experiences to more than 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.27,000 employees (peak season).
- Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, DreamWorks Tours Shrek's Adventure!, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton

Towers Resort, Warwick Castle, THORPE PARK Resort, Blackpool Tower, Heide Park Resort, Sydney Tower Eye and SKYWALK. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future. Visit www.merlinentertainments.biz for more information.

Kong: Skull Island

Legendary Pictures and Warner Bros. Pictures' "Kong: Skull Island" reimagines the origin of the mythic Kong in a compelling, original adventure from director Jordan Vogt-Roberts ("The Kings of Summer").

In the film, a diverse team of explorers is brought together to venture deep into an uncharted island in the Pacific – as beautiful as it is treacherous – unaware that they're crossing into the domain of the mythic Kong.

"Kong: Skull Island" stars Tom Hiddleston ("The Avengers," "Thor: The Dark World"), Samuel L. Jackson ("The Hateful Eight," "Avengers: Age of Ultron"), Oscar winner Brie Larson ("Room," "Trainwreck"), John Goodman ("Transformers: Age of Extinction," "Argo") and John C. Reilly ("Guardians of the Galaxy," "Step Brothers"). The international ensemble cast also includes Tian Jing ("Police Story: Lockdown"), Corey Hawkins ("Straight Outta Compton"), Jason Mitchell ("Straight Outta Compton"), John Ortiz ("Steve Jobs"), Thomas Mann ("Beautiful Creatures"), Shea Whigham ("The Wolf of Wall Street"), Toby Kebbell ("Dawn of the Planet of the Apes") and Eugene Cordero ("The Kings of Summer").

Vogt-Roberts is directing the film from a screenplay by Max Borenstein, John Gatins, Dan Gilroy and Derek Connolly. "Kong: Skull Island" is produced by Legendary's Thomas Tull and Jon Jashni with Mary Parent. The executive producers are Eric McLeod and Alex Garcia.

Warner Bros. Pictures and Legendary Pictures Present a Legendary Pictures Production, "Kong: Skull Island." The film will be released worldwide in 2D, 3D in select theatres, and IMAX beginning March 10, 2017, from Warner Bros. Pictures, a Warner Bros. Entertainment Company.

Legendary Entertainment

Legendary Entertainment is a leading media company with film (Legendary Pictures), television and digital (Legendary Television and Digital Media) and comics (Legendary Comics) divisions dedicated to owning, producing and delivering content to worldwide audiences. Legendary has built a library of marquee media properties and has established itself as a trusted brand which consistently delivers high-quality, commercial entertainment including some of the world's most popular intellectual property. In aggregate, Legendary Pictures-associated productions have realized grosses of more than \$13 billion worldwide at the box office. To learn more visit: www.legendary.com

Warner Bros. Pictures

Warner Bros. Pictures has been at the forefront of the motion picture industry since its inception and continues to be a leading creative force in the industry.

Warner Bros. Pictures produces and distributes a wide-ranging slate of some 18-22 films each year, employing a business paradigm that mitigates risk while maximizing productivity and capital. Warner Bros. Pictures either fully finances or co-finances the films it produces and maintains worldwide distribution rights. It further monetizes its distribution and marketing operations by distributing films that are totally financed and produced by others. Current multi-faceted co-financing joint ventures include those with Village Roadshow Pictures and RatPac-Dune Entertainment. Warner Bros. Pictures also has a distribution, co-financing deal with Alcon Entertainment.

2016 marked the 10th consecutive year Warner Bros. Pictures crossed the \$3 billion mark at the global box office with \$4.93 billion in worldwide receipts (\$1.90 billion domestic, \$3.03 billion international). The year was also 16th consecutive frame that both the domestic and international divisions crossed the billion-dollar mark—a milestone no other studio has achieved.

Among the films on Warner Bros. Pictures' 2017 slate are *The LEGO Batman Movie*, *Kong: Skull Island*, *King Arthur: Legend of the Sword*, *Wonder Woman*, *Dunkirk*, *Annabelle 2* (from New Line Cinema), *It* (New Line Cinema), *The LEGO NINJAGO Movie* and *Justice League*.