



p r e s s r e l e a s e

Parade Fever hits Universal Studios Singapore®

Hollywood Dreams Parade marches in on 31st December 2011

SINGAPORE, 20 November 2011 – Resorts World Sentosa announced today that on 31 December 2011, Universal Studios Singapore will launch its first-ever full-scale parade, adding even more colour and festivity to the region's first movie theme park.

Hollywood Dreams Parade promises to excite guests of all ages with magnificent and intricately detailed floats, special effects, dancers, a custom musical score and some fan-favourite characters from throughout Universal Studios Singapore .

Running through five of the park's seven zones, the parade route is approximately 30 minutes long and gives each guest about a 10 minute viewing experience of the procession. The all-new parade will feature a cast of over 100 performers.

"The immense level of detail is evident in the design of the parade units. Everything about this parade, from the floats to the costumes to the choreographed acts, promises a visually spectacular show," Mr Dennis Gilbert, Senior Vice President of Attractions, Resorts World Sentosa, said.

"Parades are always a major hit with families, and the grandeur of our parade will strongly augment the guest experience at Universal Studios Singapore."

Hollywood Dreams Parade will be the newest addition to Universal Studios Singapore, which also opened Madagascar: A Crate Adventure earlier this year and will debut TRANSFORMERS The Ride on 3 December. With its blockbuster themed rides and attractions, Universal Studios Singapore is the only place in Southeast Asia where guests can go to Ride The Movies®. The parade is yet another way that the theme park will bring movies, music and characters to life from the big screen.

Hollywood Dreams Parade will run once a day on Saturdays, Sundays and selected holidays, and will be included with regular theme park admission. For tickets and information, visit www.rwsentosa.com.

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About Resorts World Sentosa

Resorts World Sentosa (RWS), Singapore's first integrated resort is located on the resort island of Sentosa. Spanning 49 hectares, the resort has welcomed over 15 million visitors since it opened in January 2010. RWS is home to the region's first-and-only Universal Studios theme park, a casino, luxurious accommodation in four unique hotels, the Resorts World Convention Center, celebrity chef restaurants as well as specialty retail outlets. The resort also offers entertainment ranging from its resident theatrical circus spectacular Voyage de la Vie, to public attractions such as the Crane Dance and the Lake of Dreams. RWS most recently unveiled the first attraction under the second phase of the Resort –its Maritime Experiential Museum and Aquarium. Still to come are the world's largest oceanarium called Marine Life Park, a destination spa and two additional hotels. Resorts World Sentosa is wholly owned by Genting Singapore, a company of the Genting Group.

For more information, please visit www.rwsentosa.com.

About Universal Parks & Resorts

Universal Parks & Resorts (UPR), a unit of Comcast Corporation's NBCUniversal, encompasses today's most relevant and popular entertainment experiences, creating emotional connections with guests around the world. Each year, millions of guests visit UPR theme parks to experience thrilling, world-famous attractions that use ground-breaking technology and cannot be found anywhere else. Universal Studios is a globally respected and internationally renowned theme park brand. With three-time Academy Award winner Steven Spielberg as creative consultant, its theme parks are known for some of the most thrilling and technologically advanced "ride-the-movies" motion picture and television show-based attractions. NBCUniversal owns and operates a valuable portfolio of news, sports and entertainment networks; Universal Studios, a premier motion picture company; significant television production operations; a leading television stations group; and world-renowned theme parks. NBCUniversal is 51%-owned by Comcast, with 49% owned by General Electric.

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