



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

Big Bird & Friends to call Universal Studios Singapore® home

Southeast Asia's First Sesame Street® Theme Park Ride to debut in 2012; Sesame Street Characters take to New York Zone starting this June

SINGAPORE, 24 May 2012 – Can you tell me how to get to Sesame Street? Head on down to Universal Studios Singapore this June and guests will find themselves strolling right down one of the most famous streets in the world - Sesame Street - amongst characters like Big Bird, Elmo, Cookie Monster, Bert and Ernie and others.

Resorts World Sentosa, Universal Parks & Resorts and Sesame Workshop, the non-profit educational organisation behind *Sesame Street*, announced today that the longest-running and most beloved children's television program will be developed into the latest family-oriented theme park experience at Southeast Asia's first and only movie theme park. This comprises a Sesame Street themed ride, special shows and character breakfast programme.

Park guests take off on an adventure with Elmo in a new indoor ride, to be launched in the second-half of the year within New York, one of the seven theme zones within Universal Studios Singapore. More details on the ride will be released closer to its opening, but families can expect to be happily entertained on this journey with their favourite friends from Sesame Street.

For fans who cannot wait to visit Sesame Street, Universal Studios Singapore will be rolling out brand new Sesame Street shows to coincide with the upcoming June school holidays. A special rise-and-shine breakfast programme will also debut in the third quarter, promising wholesome family fun even before the park opens.

"Sesame Workshop has had a proud history of educating and entertaining children globally since 1969 and in Singapore since 1976," said Mr H. Melvin Ming, President and CEO, Sesame Workshop.

He added: "At the heart of Resorts World Sentosa's business is creating a million moments of enjoyment for the whole family at its destination resort and we are thrilled to come together in creating this new, engaging Sesame Street experience within one of the resort's major family attractions, Universal Studios Singapore."

Mr Dennis Gilbert, Senior Vice President of Attractions, Resorts World Sentosa said: "Universal Studios Singapore is about bringing fun and excitement to the entire family. This collaboration with Sesame Street will add yet another major attraction, with shows geared for our younger guests, topping off the stellar line-up of blockbuster rides, shows and attractions at the theme park."

He added: “With its portfolio of loveable characters such as Big Bird, Elmo, and Cookie Monster whom many generations have grown up with, Sesame Street has captured the attention of the Asian audience for decades, and continues to be enjoyed by children globally. I am confident that the new attraction and shows will bring joy and laughter to children and adults alike.”

Kicking off on 28th May will be a new Sesame Street performance at the steps of the New York Library. The 12-minute stage show, fondly called “When I Grow Up”, features a vast cast of all-time Sesame Street favourites, including Big Bird, Elmo, Cookie Monster, Bert and Ernie, Grover and Abby Cadabby. Oscar will also join the line-up in “Our Favourite Things”, one of the two street shows; the other titled “Dance with Bert and Ernie”. These characters will also meet and greet park guests daily for close-up photo-opportunities.

Following the launch of the shows, special Sesame Street merchandise – exclusive to the theme park – will also go on sale. Guests can expect three new themed retail outlets, including a Sesame Street School Bus driving into Universal Studios Singapore come July.

Guests yearning for even more Sesame Street can soon satisfy their craving at an exclusive character breakfast with its stars. Dining at Loui’s Pizza, guests can get an up-close and fun dining experience with their Sesame Street friends, while feasting on a premium breakfast buffet spread. The Sesame Street Character Breakfast will be held on selected weekends and holidays from 9:00am to 10.30am. The breakfast is not included in the day-pass to Universal Studios Singapore, and guests will need to reserve their tickets online or purchase their tickets onsite at the park’s ticketing booth.

Today’s announcement of Universal Studios Singapore’s new Sesame Street experience kick starts a series of exciting developments at Singapore’s first integrated resort, as it gears towards its full opening by the end of the year. Over the next few months, Resorts World Sentosa will open its destination spa, by ESPA, followed by a water theme park and aquarium, which will then complete the world’s largest oceanarium – Marine Life Park.

For more information and to reserve tickets to Universal Studios Singapore, guests can visit www.rwsentosa.com or call our reservation hotline at +65 6577 8899.

- End -

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 opened in January 2010 and welcomed 15 million visitors in its opening year. RWS is home to the region’s first-and-only Universal Studios theme park, a Maritime Experiential Museum and Aquarium, a casino, luxurious accommodation in six unique hotels, the Resorts World Convention Centre, 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. Still to come are a destination spa and the world’s largest oceanarium, the Marine Life Park. 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 Park & 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 Universal theme parks to experience thrilling, world-famous attractions that use ground-breaking technology and cannot be found anywhere else. 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, and 49% owned by General Electric.

About Sesame Workshop

Sesame Workshop is the nonprofit educational organization that revolutionized children's television programming with the landmark Sesame Street. The Workshop produces local Sesame Street programs, seen in over 150 countries, and other acclaimed shows, including The Electric Company, to help bridge the literacy gap. Beyond television, the Workshop produces content for multiple media platforms on a wide range of issues including literacy, health and military deployment. Initiatives meet specific needs to help young children and families develop critical skills, acquire healthy habits and build emotional strength to prepare them for lifelong learning. Learn more at www.sesameworkshop.org.

MEDIA CONTACTS:

Sesame Workshop

Beatrice Chow

Tel: +1 (212) 875-6586

beatrice.chow@sesame.org

Resorts World Sentosa

Clement Ng / Robin Goh

Tel: + 65 6577-9761 / +65 6577-9778

clement.xing@rwsentosa.com / robin.goh@rwsentosa.com

Weber Shandwick (for Resorts World Sentosa)

Ashwin Seshadri / Stephanie Aw Yong

Tel: +65 6825 8021 / +65 6825 8017

aseshadri@webershandwick.com / sawyong@webershandwick.com

Note to Editors:

1. Please use the following photo captions for visuals.
2. High resolution photos can be downloaded from link:
<ftp://wswresorts:wswresorts@omaedcftp001.interpublic.com>
Username: wswresorts
Password: wswresorts
3. All photos are to be attributed to: *Sesame Street © 2012 Sesame Workshop. All Rights Reserved. Universal Studios Singapore ® & © Universal Studios. All Rights Reserved.*



Our Favourite Things – Come join Bert, Oscar, and Cookie Monster as they share with you their favorite things!



Dance with Bert and Ernie – It's time for everyone in the family to join in this toe-tapping street show with Grover, Elmo, Ernie and Bert.