THE HIGHLY ANTICIPATED **DONKEY KONG COUNTRY** EXPANSION IN
SUPER NINTENDO WORLD AT UNIVERSAL STUDIOS JAPAN
IS SET TO OPEN SPRING 2024!
THIS ALL-NEW SUPER EXCITING EXPERIENCE
LETS YOUR PASSION TO PLAY WILD!

Exciting teaser video and details of the world's first themed Donkey Kong area were released during a special kick-off presentation on Tuesday, December 5, 2023.

OSAKA, Japan (Dec. 5, 2023) – Since its opening in March 2021, SUPER NINTENDO WORLD™ at Universal Studios Japan has been immensely popular. In Spring 2024, SUPER NINTENDO WORLD will expand by 70% its current size with an all-new area, DONKEY KONG COUNTRY ™, based on the globally beloved and popular Nintendo franchise, Donkey Kong ™. On **Mine-Cart Madness ™**, a first-of-its-kind thrilling family coaster, it will seemingly jump across gaps in the track and perform other stunts from the Donkey Kong Country games.



Created by Shigeru Miyamoto and Nintendo's creatives, Donkey Kong has been a world-known video game franchise. Recognized around the world for his personality and action, "DK" has been beloved by multiple

generations, from kids to adults. DONKEY KONG COUNTRY will feature its own exciting, highly energetic, family-friendly attractions with fun surprises around every turn. Guests with a SUPER NINTENDO WORLD Power-Up Band (available for purchase) can monkey around even further by tracking their scores and more!

Universal Studios Japan's President and CEO, J.L. Bonnier spoke at the kick-off event saying, "Thanks to the strong partnership with Nintendo's Shigeru Miyamoto and the many talented people at Nintendo, we are confident DONKEY KONG COUNTRY will deliver an amazing, one-of-a-kind Donkey Kong experience to fans across the globe. Through the collaboration between Universal Destinations & Experiences, NINTENDO and Universal Studios Japan, we are preparing a theme park experience that will once again awe the world. I look forward to the day we can bring these newly enhanced experiences to all."

Universal Studios Japan's Executive Officer and CMO, Taku Murayama talked about the impact of the area's expansion saying, "SUPER NINTENDO WORLD, created in partnership with Nintendo, welcomes many guests from not only Japan but from overseas every day. The number of visitors from regions outside of Asia, namely North America and Australia is increasing dramatically. By enhancing the experiential value with the DONKEY KONG COUNTRY expansion, we are confident that we will continue attracting guests from around the world. This new area will create jobs and attract inbound tourism, impacting not only Japan as a whole, but the world. We hope to make those who experience this new area super energized."



＜Executive Vice President & Chief Creative Officer of Universal Creative, Brian Robinson＞

Executive Vice President and Chief Creative Officer of Universal Creative, Brian Robinson announced some of the new experiences at DONKEY KONG COUNTRY.

"We are delivering the ultimate wish fulfillment by transporting fans to places they only dreamed and in doing so igniting the thrill of feeling alive. In SUPER NINTENDO WORLD you can jump like Mario, punch blocks, collect digital coins and battle on Rainbow Road. In DONKEY KONG COUNTRY, we've greatly expanded interactivity and gameplay. And just as we brought a first-of-its-kind augmented reality attraction, Mario Kart: Bowser's Challenge to SUPER NINTENDO WORLD, we are bringing that same level of innovation to DONKEY KONG COUNTRY with a first-of-its-kind thrilling family coaster. A new vision of coaster design that isn't visually or viscerally bound to a traditional coaster track. This innovative design allows us to present the mine cart ride experiences of the Donkey Kong games, like jumping broken tracks. It is a coaster innovation that could only be born out of DONKEY KONG COUNTRY and I cannot wait for fans to experience it!"

With the expansion of DONKEY KONG COUNTRY in SUPER NINTENDO WORLD, Universal Studios Japan will not only increase the park's overall experience offerings, but also the park's guest capacity and employment. In addition, the expansion will further increase inbound tourism while contributing to the revitalization of Osaka and the nation's economy. Look out for more information about the new area between now and the opening.

■ Speaker Information

- **J.L. Bonnier**

  President & Chief Executive Officer of Universal Studios Japan



- **Taku Murayama**

  Executive Officer & Chief Marketing Officer of Universal Studios Japan



- **Brian Robinson**

  Executive Vice President & Chief Creative Officer, Universal Creative



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■About Universal Studios Japan

Universal Studios Japan is wholly owned by Comcast NBCUniversal. Universal Studios Japan has succeeded in establishing its position as a prominent entertainment and leisure landmark drawing many guests from distant areas in Japan as well as overseas. Universal Studios Japan offers world-class entertainment such as authentic attractions and shows, based not only on Hollywood blockbusters but also popular entertainment brands such as Japanese anime, and a variety of seasonal events entertaining its guests with the world's highest quality entertainment. Through "Super Emotional" and "Super Exciting" experiences made possible only at Universal Studios Japan, all park visitors are given the opportunity to break out of their shells and be "Super Energized" in the "Super Energetic District" that is Universal Studios Japan.

Universal Studios Japan has continued to evolve since its opening in 2001 and has recently accelerated its growth with the launch of world-class entertainment experiences such as The Wizarding World of Harry Potter, The Flying Dinosaur which soars through the entire Jurassic Park area, Minion Park and the "Hacha Mecha Ride" where guests are able to enjoy the chaotic antics of the Minions, and SUPER NINTENDO WORLD, a new area where guests can unleash their passion to play in an immersive environment based on world-renowned Nintendo characters and their worlds.

■About Universal Destinations & Experiences

Universal Destinations & Experiences, a division of Comcast NBCUniversal, offers guests around the world the most innovative, immersive and popular entertainment experiences. Our portfolio is comprised of world-class theme parks featuring the industry's most thrilling and technologically advanced attractions, exceptional hotels and resorts, unique merchandise, games, virtual and live entertainment experiences. We use our rich collection of stories and franchises – from Universal Pictures, Illumination, DreamWorks Animation and more – to take people to places they couldn't imagine while creating memorable and emotionally fulfilling moments for people of all ages. Learn more at www.corporate.universaldestinationsandexperiences.com.

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