



Merlin Entertainments launches first US Peppa Pig World of Play attraction in collaboration with Entertainment One

Company brings the attraction concept to Dallas-Fort Worth following the success of the inaugural Shanghai opening

[XX] February 2019: Merlin Entertainments (“Merlin” or “the company”), a global leader in location-based entertainment, has opened its first Peppa Pig World of Play (PPWoP) attraction in the United States, located in Dallas-Fort Worth, Texas. The roll-out of the indoor play centre concept into the US market follows the successful launch of the inaugural PPWoP in Shanghai last October, which has been enthusiastically received by visitors.

Merlin has an exclusive multi-territory licensing agreement with Entertainment One (“eOne”), owner of the *Peppa Pig* brand. It is building and operating the PPWoP attractions, which target the pre-school market, as part of its broader strategy to engage in IP partnerships with some of world’s most popular brands.

The 14,000 square-foot standalone indoor play centre is located in the Grapevine Mills mall, where children and their families will be able to enjoy exploring the world of Peppa Pig as they visit ten immersive play areas. The attraction is designed to encourage development through learning-based play to enhance creative, physical, sensory, roleplay and social skills. It includes themed party rooms for birthdays, a movie theatre/screening room as well as facilities for families to relax.

Commenting on the opening, Merlin’s Group Chief Development Officer Mark Fisher, explained: *“We take great pride in producing themed entertainment attractions that are fully immersive and engaging for visitors of all ages. A meticulous level of detail has gone into creating each of the play areas, and together with our partners at eOne, we are excited to use the latest in visual and sensory effects technology to guarantee a truly memorable day out for families.”*

Peppa Pig is one of the world’s leading pre-school brand properties with over 1,000 licensees across 60 countries. The popular television programme is broadcast in 180 territories in 40 different languages. China and the US are key markets for the Peppa Pig brand, where broadcast licenses with CCTV and Nickelodeon, as well as significant Video on Demand, are supporting the brand’s exposure.

“The successful launch of the first *Peppa Pig World of Play* in Shanghai has created a strong blueprint for the opening of future sites around the world and we’re extremely

excited to be bringing the attraction to the US,” said **Andrew Carley, eOne’s EVP Global Licensing, Family & Brands**. “The partnership with Merlin underlines our own long term strategy of building enduring success for *Peppa Pig* in the US and we look forward to giving families there an unforgettable day out.”

Merlin also operates a LEGOLAND Discovery Centre and SEA LIFE Aquarium in Grapevine Mills, and Peppa Pig World of Play brings the company’s total attractions in the Americas to 29.

A further site will be opened in Michigan before the end of 2019.

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About Peppa Pig World of Play

Peppa Pig World of Play is a 14,000-square-foot indoor family attraction opening at Grapevine Mills in February 2019. It is operated by the global attraction operator Merlin Entertainments plc under exclusive licence from Entertainment One. Peppa Pig World of Play will take children aged 0 to pre-school and their families, on an unforgettable adventure where they can step into the world of Peppa Pig and join Peppa and her friends to explore, discover and interact with a variety of instantly recognizable characters and locations from the show in a number of colourful playscapes lovingly recreated from the animated series. This incredible indoor play centre features ten stimulating play areas designed to fuel the imaginations of young children through a variety of interactive activity-based play that brings the world of Peppa Pig to life. Further Peppa Pig World of Play attractions are due to open in Michigan and the New York area before the end of the year. www.peppapigworldofplay.com

About Merlin Entertainments plc

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 120 attractions, 18 hotels and 6 holiday villages in 25 countries and across 4 continents. The company aims to deliver memorable experiences to nearly 70 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.29,000 employees (peak season).

Visit www.merlinentertainments.biz for more information.

About Entertainment One

Entertainment One Ltd. (LSE:ETO) is a global independent studio that specialises in the development, acquisition, production, financing, distribution and sales of entertainment content. The Company's diversified expertise spans across film, television and music production and sales; family programming, merchandising and licensing; digital content; and live entertainment. Through its global reach and expansive scale, powered by deep local market knowledge, the Company delivers the best content to the world.

Entertainment One's robust network includes international feature film distribution company **Sierra/Affinity**; **Amblin Partners** with DreamWorks Studios, Participant Media, and Reliance Entertainment; **Makeready** with Brad Weston; unscripted television production companies **Whizz Kid Entertainment** and **Renegade 83**; live entertainment leaders **Round Room Entertainment**; world-class music labels **Dualtone Music Group** and **Last Gang**; and award-winning emerging content and technology studio **Secret Location**.

The Company's rights library, valued at US\$2.0 billion (as at 31 March 2018), is exploited across all media formats and includes about 80,000 hours of film and television content and approximately 40,000 music tracks.