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## Merlin Entertainments and Entertainment One to bring PJ Masks attraction to SEA LIFE Centres

Merlin and eOne sign multi-territory partnership to host a new PJ Masks nautical themed trails in SEA LIFE venues starting February 2020

Merlin Entertainments ("Merlin" or "the Company"), a global leader in location based entertainment with brands including LEGOLAND, Madame Tussauds and The Dungeons, is pleased to announce it has signed a multi-territory partnership with Entertainment One ("eOne"), bringing the hit preschool superhero property PJ Masks to SEA LIFE Centres around the world.

Starting in February 2020, Merlin will host PJ Masks branded nautical-themed trails in its SEA LIFE venues in the UK, France, Spain, Germany, Portugal, Turkey, Belgium, Netherlands, Finland, Australia/New Zealand and the US. The attractions will feature artwork from the underwater canals from the show, a branded photo wall, costume character appearances and is scheduled to travel between centres throughout the calendar year. A broad range of PJ Masks products will also be available to purchase in the SEA LIFE Centre gift shops.

Alongside Peppa Pig, PJ Masks is one of eOne's leading global preschool properties with millions of fans globally. Series four of its highly popular tv-series will launch in 2020 and will feature underwater adventures, further strengthening the thematic tie between SEA LIFE and PJ Masks.

The partnership builds on Merlin's successful relationship with eOne, which includes the exclusive rights to roll out Peppa Pig attractions in many markets worldwide. Peppa Pig World of Play indoor attractions are already open in the US and China.

**Matthew Williams, Senior Brand Director Midway, Merlin Entertainments:**

*"This is an amazing fit: fun and discovery are at the core of what we do at Merlin Entertainments and that is why PJ Masks is a perfect partner for us. The new trail will bring PJ Masks to life in a way that has never been done before. We are looking forward to bringing that magic to SEA LIFE."*

**Rebecca Harvey, EVP Global Brand & Marketing, Family & Brands, Entertainment One:**

*"Our latest partnership with Merlin Entertainments underlines our ongoing focus on live events and their ability to create unique touchpoints for our brands. This exciting, interactive adventure will give fans around the world an unforgettable experience that will deepen their connection with PJ Masks and its heroic characters."*

**Ends**

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Images are available at <https://www.merlinentertainments.biz/newsroom/media-library>

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### About Merlin Entertainments

Merlin Entertainments 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 130 attractions, 20 hotels and 6 holiday villages in 25 countries and across 4 continents. The company aims to deliver memorable experiences to more than 65 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.28,000 employees (peak season).

Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.

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### 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, Renegade 83, Daisybeck and Blackfin; live entertainment leaders Round Room Live; world-class music labels Dualtone Music Group and Last Gang; innovative music platform Audio Network; and award-winning emerging content and technology studio Secret Location.

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