
PRESS RELEASE



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Merlin Entertainments and Silvergate Media unveil the world's biggest *Octonauts* attraction at Changfeng Ocean World (SEA LIFE Shanghai)

First-look pictures reveal the epic scale of the newly launched *Octonauts* interactive attraction at Merlin Entertainments' SEA LIFE aquarium

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 have partnered with Silvergate Media (Silvergate) to launch the world's biggest *Octonauts* attraction at Merlin's Changfeng Ocean World in Shanghai, part of the SEA LIFE global aquarium chain.

The underwater attraction opened its doors to excited visitors on 28th December and is already making a big splash with families. The authentically themed *Octonauts* experience immerses guests in the huge new 'Ray Bay' at Changfeng Ocean World, where they will go on a real life *Octonauts* adventure in a fully submerged Octopod capsule surrounded by a large display of cownose rays, spotted eagle rays, and tropical fish.

Families will join their favourite characters including Captain Barnacles, Kwazii and Peso, as they go on a heroic journey to learn about the world's oceans and help save baby rays. Guests will also be able to take home a memento of their day, with a range of *Octonauts* merchandise available to buy on-site at a dedicated SEA LIFE gift shop.

Changfeng Ocean World (SEA LIFE Shanghai) welcomes over 500 thousand visitors annually and the new attraction opens ahead of the major content launch for *Octonauts* new spin-off series *Octonauts: Above & Beyond*, which will debut globally this autumn. The new *Octonauts* experience in Shanghai builds on the momentum of previous multi-territory partnerships with Silvergate at SEA LIFE Aquariums in the UK, Europe, Australia and the US, with additional new activations due to be announced later this year.

Matthew Williams, Senior Brand Director Midway, Merlin Entertainments:

"We are delighted to have opened the world's biggest Octonauts experience at Changfeng Ocean World in the fantastic new Ray Bay area, immersing families in a heroic underwater adventure with their favourite characters from the series. Octonauts is an ideal IP for SEA LIFE with fun and discovery at its core, and we look forward to working with Silvergate to share more exciting and innovative themed Octonauts experiences with families at our aquariums around the globe".

Ron Allen, EVP Commercial Silvergate Media:

"What better way to bring the brand to life than a fully immersive attraction at a world-class SEA LIFE centre. This promises to be an exciting year for the brand as we build up to the launch of Octonauts: Above and Beyond and we're excited that families in China now have the opportunity to step into the world of Octonauts in this unique underwater adventure."

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Notes to Editors:

The new Octonauts experience is located within the redeveloped 'Ray Bay' area of Chengfeng Ocean World that was previously home to two beluga whales, Little Grey and Little White, who now reside in an open water sanctuary in Iceland.

The Beluga Whale Sanctuary is the first of its kind, created by registered marine charity The SEA LIFE Trust with support from Merlin Entertainments and Whale and Dolphin Conservation (WDC), with the aim of providing formerly captive beluga whales with a safe and more natural home. Learn more about the SEA LIFE Trust charity here: <http://www.sealifetrust.org>

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 for more information and follow on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews)

About Silvergate Media

Silvergate Media creates and produces world class content built to inspire, entertain and engage audiences of all ages through innovative storytelling.

Founded in October 2011, the company established its creative studio in New York, which has built Octonauts into a global success, produced and delivered Sunny Day for Nickelodeon and Hilda for Netflix. Silvergate is in production on four new properties for partners Netflix, Disney and Nickelodeon, as well as producing a string of new content for its hit series Octonauts and Hilda.

Silvergate Media has offices in London and New York and operations in China.
