



**Step into the World of *Peppa Pig* as
PEPPA PIG WORLD OF PLAY Indoor Attraction Joins the Retail Lineup
at Great Lakes Crossing Outlets in Michigan**

*Unique Indoor Family Attraction will bring the Popular Children's TV Show to Life
when it opens in 2019*

AUBURN HILLS, Mich., Jan. 23, 2019: There will be snorts of delight from fans of *Peppa Pig* as Merlin Entertainments plc (Merlin) and Entertainment One (eOne) proudly announce that **Peppa Pig World of Play**, a unique indoor family attraction, will bring to life eOne's universally loved preschool television property when it opens at Michigan's largest fully-enclosed outlet center, **Great Lakes Crossing Outlets, in 2019.**

Peppa Pig World of Play, which will launch its first attraction in the US in Dallas Fort Worth early this year, is a new indoor play center designed specifically to give pre-school children an exciting opportunity to step into the magical world of *Peppa Pig* and have fun with their favorite little piggy in a unique setting packed full of oinktastic activities. The attraction, will take families on an unforgettable journey where they can join Peppa and her friends to explore and interact with instantly recognizable locations from the show in a number of colorful playscapes that have each been lovingly recreated from the hugely popular animated series.

In the permanent indoor attraction, little ones will be immersed in the world of *Peppa Pig* as they visit **ten amazing play areas** that will ignite their imaginations. There will also be a theater, gift shop, facilities for families to relax and play and plenty of photo opportunities. Expect lots of snorts and giggles from everyone and, of course, plenty of muddy puddles!

Operated by global leisure giant Merlin under a licensing agreement with eOne, the owner of the *Peppa Pig* brand, **Peppa Pig World of Play is set to open to the public in 2019.**

“The universally loved *Peppa Pig* brand offers us the chance to create a truly magical experience for our youngest visitors and families,” said **Mike Vallis, Merlin Entertainments Divisional Director - New Brands**. “By giving fans a unique opportunity to step into the incredible world of this hugely popular little piggy and encouraging them to discover, explore and play, we are confident that **Peppa Pig World of Play** will become a popular destination for families in Michigan.

“*Peppa Pig* is a brand loved by children and families across the world and we are thrilled that our partnership with Merlin will create the ultimate *Peppa Pig* indoor play experience for her many fans,” said **Andrew Carley, EVP Global Licensing at eOne Family & Brands**. “The partnership with Merlin underlines our own long term strategy of building enduring success for *Peppa Pig* in the US and this attraction will play an integral role in making it a favorite pre-school property for many years to come.”

“With one of the country’s only *Peppa Pig* World of Play joining our lineup, Great Lakes Crossing Outlets further strengthens its position as a leading regional destination for shopping, dining and entertainment,” said General Manager, Great Lakes Crossing, Gary Neumann. “It’s exciting when notable global brands choose our center to debut exciting new retail concepts, and we are pleased to welcome this family-friendly attraction to our community.”

About Peppa Pig World of Play

Peppa Pig World of Play is an indoor family attraction operated by the global attraction operator Merlin Entertainments plc under license from Entertainment One. Peppa Pig World of Play will take pre-school children 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 colorful playscapes lovingly recreated from the animated series. This incredible indoor play center features ten stimulating play areas designed to fuel the imaginations of young children through a variety of interactive activity-based play that brings the incredible world of Peppa Pig to life. 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, 15 hotels and 6 holiday villages in 25 countries and across 4 continents. The company aims to deliver memorable experiences to its more than 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.29,000 employees (peak season). www.merlinentertainments.biz

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.

About Great Lakes Crossing Outlets

Great Lakes Crossing Outlets is Michigan's largest fully-enclosed outlet center with over 185 retail, dining and entertainment options. Easily accessible from the state's busiest freeway (I-75), the center features over 25 retailers exclusive to the state and family-friendly attractions including LEGOLAND® Discovery Center Michigan, SEA LIFE Michigan Aquarium and Round 1 Bowling & Amusement. Guests can dine at Michigan's largest food court, plus several full-service restaurants. A preferred retail destination among local and international travelers, the shopping center received the TripAdvisor 2018 'Certificate of Excellence' for earning outstanding consumer reviews. Visitors from over 50 miles can receive a Passport to Shopping, full of discounts and special offers from over 90 retailers. Explore stores, dining, events, sales and offers at greatlakescrossingoutlets.com, [facebook.com/greatlakescrossingoutlets](https://www.facebook.com/greatlakescrossingoutlets), @greatlakescrossingoutlets (Instagram) and @glcoutlets (snapchat).

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