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SECOND U.S. PEPPA PIG WORLD OF PLAY INDOOR ATTRACTION OFFICIALLY OPEN IN MICHIGAN

Get Ready For Snorts, Giggles And Jumping Up And Down

Auburn Hills, Michigan (April 9, 2019) – Today, Entertainment One (eOne) and Merlin Entertainments plc (Merlin) opened the second U.S. **Peppa Pig World of Play** indoor attraction at Great Lakes Crossing Outlets in Michigan, featuring a unique immersive play experience based on eOne’s much-loved animated series.

Peppa Pig World of Play is specially designed to take children on an interactive journey through the magical world of *Peppa Pig*, where they can explore, interact and engage with all their favorite themes, sounds and characters from the show. The bright and colorful indoor attraction features 14 play areas, each inspired by instantly recognizable locations from the TV series and carefully created to the latest in visual and sensory effects technology to guarantee a truly memorable day out for families.

As guests journey through the attraction, they can explore 14 incredible playscapes including key highlights:

- **Peppa’s Family House:** where visitors can play inside the iconic living room and kitchen, have a conversation with a talking Polly Parrot and a photo opportunity with Daddy Pig;
- **Supermarket:** children can have fun grocery shopping and helping Miss Rabbit on the cash register at the local supermarket where they can find items from Peppa’s family shopping list;

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- **Zoe Zebra and Daddy Dog at the Garage:** an activity area where children can help Mr. Zebra deliver the mail and repair a truck at Grandpa Dog's Garage;
- **Madame Gazelle's School Bus:** children can climb aboard Madam Gazelle's school bus and sing along with Peppa and her friends on an exciting trip to the theatre;
- **Rebecca Rabbit's Underground Adventure:** little ones will love crawling through tunnels, exploring bedrooms and sliding into a big muddy puddle in the Rabbit family's underground burrow;
- **Peppa's Treehouse, George's Fort, Muddy Puddles and George's Dinosaur Discovery:** imaginatively themed play areas that recreate key themes from the show for children to enjoy;
- **Sensory Garden:** this interactive sensory garden features a duck pond, hen house, Grandpa Pig's train and more.

Also included at the attraction are fairground themed party rooms for birthday celebrations, a cinema to enjoy episode screenings, a dedicated *Peppa Pig* gift shop, story times and arts and craft sessions alongside facilities for families to eat, relax and play.

Operated by global leisure giant Merlin under a licensing agreement with eOne, *Peppa Pig World of Play* is a truly immersive indoor attraction play concept that is set to roll out in other key locations around the world in 2019.

Location: Peppa Pig World of Play is located inside Great Lakes Crossing Outlets at 4362 Baldwin Road, Auburn Hills, Michigan 48326.

Hours: Opening to the public April 9. Monday through Thursday from 10 a.m. to 6 p.m., Friday and Saturday from 10 a.m. to 8 p.m. and Sundays from 11 a.m. to 6 p.m. The last admission for entry is 90 minutes before closing.

Admission: \$20 for children and \$5 or \$10 for adults, depending on time of year. Tickets are now on sale by visiting www.peppapigworldofplay.com.

For more information on Peppa Pig World of Play visit
www.peppapigworldofplay.com

About Peppa Pig World of Play

Peppa Pig World of Play is a 14,000-square-foot indoor family attraction set to open at Great Lakes Crossing Outlets early 2019. It is operated by the global attraction operator Merlin Entertainments plc under exclusive license 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 colorful playscapes lovingly recreated from the animated series. This incredible indoor play center features 14 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.

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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, @greatlakescrossingoutlets (Instagram) and @glcoutlets (snapchat).