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## Lionsgate Entertainment World™ unveils “First-of-Its-Kind” attraction details, set to open this summer

*Asia’s first movie themed indoor interactive experience center to reinvigorate the Greater Bay Area in China*

*Based on Lionsgate’s blockbuster movie franchises including **The Hunger Games**, **The Divergent Series** and **Now You See Me***



**SHANGHAI, CHINA (June 14th, 2019)** – Lionsgate Entertainment World™ – Asia’s first movie themed indoor interactive experience center located in Hengqin, Zhuhai, the International Recreation and Tourist Island in the uprising Greater Bay Area is scheduled to open its door this summer 2019 at Novotown Phase I. The experience center is set to transform some of Hollywood’s most popular movie franchises into immersive entertainment offerings. This week during the IAAPA Expo Asia in Shanghai, Lionsgate Entertainment World™ proudly showcased details of its key offerings, wowing guests with the new level of immersive entertainment experiences brought through its world-class partnership, innovative designs and advanced technology application.

Spanning across 22,000 sqm of premium indoor space, Lionsgate Entertainment World™ is one of the key attractions in Novotown, Hengqin. Lionsgate, the highly successful American company which has won 20 Oscars and 29 Emmy Awards since its establishment in 1997, has a long track record in delivering world-class products. With the aim of bringing top-notch entertainment experiences to China and even Asia, Lionsgate offered six of its most successful global film franchises – **The Hunger Games**, **The Twilight Saga**, **The Divergent Series**, **Now You See Me**, **Gods of Egypt**, and **Escape Plan**, as the story backgrounds of the attractions.

“We are proud to present this iconic attraction at IAAPA Expo Asia to all the industry leaders, media and guests. Lionsgate Entertainment World™ aims to become a multifaceted destination by engaging guests through story-telling and cutting edge technology” said Selena Magill, General Manager of Lionsgate Entertainment World™. “We expect guests in China and all around the world to enjoy sensational experiences here, to challenge themselves physically and mentally, and become the hero of their own stories.”



Integrating the latest state-of-the-art entertainment technologies and movie narratives with sophisticated designs, Lionsgate Entertainment World™ brings a new-generation entertainment to the market, with several one-of-a-kind key attractions that are designed to transport guests into the world of film where they are free to create their very own theatrical stories.

Visiting guests will be able to look forward to several world-class attractions, including:

***The Twilight Saga – Midnight Ride***, the world's first multiplayer interactive hyper-reality VR simulator experience where guests will be able to interact with friends and families, as they race alongside the werewolf and the Wolf Pack on a daring VR dirt-bike adventure through the moonlit woods.

***Gods of Egypt – Battle for Eternity***, the world's first purpose-built indoor VR Roller Coaster which guests trek through the desert of ancient Egypt and soar over the pyramids in this epic adventure. Every single detail of the track design, including the speed, the angle of every roll and turn, is subtly and accurately aligned with the VR media, ensuring a more synchronized and immersive experience integrating guests' physical movement and what they see in the virtual world.

***Hunger Games – Mockingjay Flight Rebel Escape***, a state-of-the-art multiple motion-based cabin simulator experience that is Asia's first attraction of its kind to offer multiple ride experiences within the one cabin.

Bringing the captivating stories to life is an eye-catching list of elite partners that helped create Lionsgate Entertainment World™, including Thinkwell Group "Thinkwell" and Village Roadshow Theme Parks "Village Roadshow". As a global experience design and production agency, Thinkwell is known for delivering experiential design in major theme parks and resorts around the world. Meanwhile, Village Roadshow is a world leading theme park operator with footprint across Australia and America. Other notable global partners are the Australian construction services company Cockram, international show contractor Scenario, World-famous ride and attraction manufacturer Cavu, Mack, ETF and Walltopia, Oscar-winning visual media producer Framestore and many other world-acclaimed companies.

Apart from the attractions leveraging advanced entertainment technologies, Lionsgate Entertainment World™ has a lot more offerings that aim to create a complete immersive experience. There are themed dining outlets such as the opulent Hunger Games-inspired **Capitol Club**; the homey **Peeta's Bakery**; and the modern and stylish **Lionsgate Cafe**. The center will also boast a wide selection of retail options, including **Capitol Couture** – a one-stop shop for fabulousness; **Dauntless Ink** – home of edgy tattoo designs; and **Gods of Egypt market-place** – where jewelry lovers become heroes in their own stories and design their very own bling. Multi-sensory experiences based on the movie stories are also created and delivered through some of the over 30 rides, inviting guests on a mesmerizing journey into the movie world. For more details of key attractions, please refer to the Appendix.

With over 30 groundbreaking attractions to look forward to, Lionsgate Entertainment World™ leverages on the latest cutting-edge technology to deliver a one-of-a-kind immersive



experience. The development is poised to set a new standard for entertainment expos in the region when it officially commences operation this summer.

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### **About Lionsgate Entertainment World™**

Lionsgate Entertainment World™, Asia's first movie themed indoor interactive experience center, is one of the key attractions in Novotown – an integrated tourism and entertainment project in Hengqin invested by Hong Kong Lai Sun Group. Spanning across 22,000 sqm of premium indoor space, Lionsgate Entertainment World™ is set to bring to life some of Lionsgate's most successful film franchises, including The Hunger Games; The Twilight Saga; The Divergent Series; Now You See Me; Escape Plan; and Gods of Egypt, with over 30 interactive and immersive attractions and rich entertainment offerings.

### **About Village Roadshow Theme Parks**

Part of Village Roadshow Limited, a leading international entertainment & media company, Village Roadshow Theme Parks (VRTP) is an international theme park operator with operations in Australia, the United States & China. The company is Australia's largest theme park operator with Warner Bros. Movie World, Sea World Australia, Wet'n'Wild Gold Coast, Paradise Country, Australian Outback Spectacular, Village Roadshow Studios, Sea World Resort & Australia's first Topgolf. In the United States, VRTP is the majority owner & operator of Wet'n'Wild Las Vegas in Nevada. In addition, VRTP opened China's first International water park with Wet'n'Wild Haikou and will operate Lionsgate Entertainment World™, Asia's first movie themed indoor interactive experience centre in Novotown, Hengqin, China.

### **Released on behalf of Lionsgate Entertainment World™ by GHC Asia**

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Link to download high resolution images:

<https://www.dropbox.com/sh/47z4ajezis1ki9t/AAAZ1nq8LM1qiPxrolOKRCX5a?dl=0>

Appendix:

**Lionsgate Entertainment World™**

**Key Attractions**

**Gods of Egypt Zone**



**Gods of Egypt- Battle for Eternity**

- The world's first purpose-built indoor Virtual Reality roller coaster
- Guests soar like a god on this high-speed, VR roller adventure through ancient Egypt. As an epic battle wages between good and evil, it is time to prove your valor, strength and devotion. It is time to fight alongside the Gods of Egypt

**The Hunger Games Zone**



**Hunger Games- Mockingjay Flight Rebel Escape**

- A state-of-the-art multiple motion-based cabin simulator
- Suit up and take flight alongside the rebellion on this action-packed adventure through the world of The Hunger Games. Danger lurks around every corner, but hope is in sight on this exhilarating 3D motion simulator attraction. May the odds be ever in your favour!

**The Twilight Saga Zone**



**The Twilight Saga - Midnight Ride**

- The world's first multiplayer interactive hyper-reality VR simulator experience
- Patented for its technology
- Race with the werewolf and the Black Pack wolves on a daring VR dirt-bike adventure through the moonlit woods. But beware, beyond these hallowed hills, a different kind of creature roams, and this one is out for blood.



**The Twilight Saga - Bella's Journey**

- A multi-media dark ride (track simulator) experience
- Step into Bella's shoes and journey through The Twilight Saga like never before. From love's first kiss to the threat of the Volturi, the timeless blockbuster film series comes to life all around you

**The Divergent Series Zone**



**Divergent – Fear Simulator**

- A VR walk-through where the boundary between reality and the virtual world disappears
- Enter into the world of the Fear Simulator and test your fear by walking between skyscrapers, escape a pitch-black maze and stop a runaway train before it is too late



**Divergent – The Chasm Challenge Course**

- A massive climbing course
- Take on climbing walls, suspended bridges and vertical drops in this zig zagging course that will put your balance and strength to the ultimate test

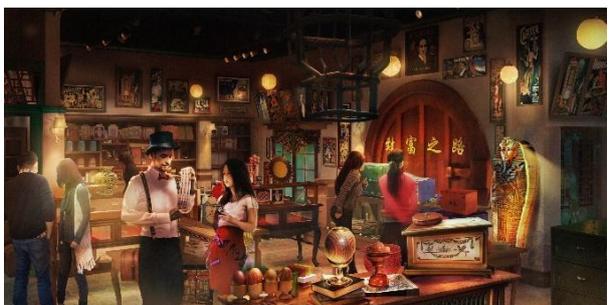
**The Escape Plan Zone**



**The Escape Plan – Prison Break**

- Escape room plus immersive theatre
- Locked in the most secure prison ever built with guarding around the clock, you'll need to work as a team to solve puzzles and overcome the obstacles to regain your freedom in one of the most technologically advanced escape rooms in the world.
- Guests interact with NPCs (non-player characters) performed by professional actors to navigate their way to freedom!

**Now You See Me Zone**



**Now You See Me – Macau Night Markets**

To create an immersive new world with a magical twist, Lionsgate Entertainment World™ replicated the nostalgic Macau Night Markets, as seen in Now You See Me 2. The Macau Night Markets provide an immersive experience within the historic Macau streets and community, with endless Instagram-able opportunities.



**Now You See Me – long's Magic Shop**

Experience the mystery of magic at the centuries-old long's Magic Shop and bring home some magical souvenirs. Remember, in the magic world, the closer you look, the less you see.

**Photo Caption**



Located at Novotown Phase I in Hengqin, Zhuhai, Lionsgate Entertainment World™ is set to reinvigorate the Greater Bay Area in China.



Rendering of the Entry Lobby of Lionsgate Entertainment World™.

**Themed Dining Experience**



**Capitol Club:** Visit the Capitol's most exclusive dining establishment, frequented by the Capitol elite. The Capitol Club offers the freshest and finest culinary masterpieces that Panem has to offer, with breathtaking views overlooking the Capitol.



**Peeta's Bakery:** Indulge in a selection of handcrafted treats and delectable bites inspired by 74th Hunger Games victor Peeta Mellark. For those in need of a little pep in their step, enjoy a fresh cup of coffee, tea or other home-grown refreshments while on the go.

### Themed Shopping Experience



**Gods of Egypt market-place:** Featuring a wide range of specialty souvenirs, this bustling bazaar offers up exotic treasures, ancient antiquities, and prized jewels admired by Gods and mortals alike.



**Capitol Couture:** This luxurious upscale clothing store features many of the Capitol's most celebrated fashion designers. At the Capitol Couture Collection, you can try on a variety of extravagant formal wear inspired by some of Panem's most fashionable citizens from the world of The Hunger Games to model and take home.