

[Travel Trade Press Release]

Iron Man Experience debuts at Hong Kong Disneyland today

Disney Parks' first Marvel ride calls upon guests to join a high-flying adventure set against iconic views of Hong Kong

97% of surveyed guests saying the experience exceeded or met expectations



(HONG KONG, January 11, 2017) Disney Parks' first Marvel-themed ride, **Iron Man Experience**, makes its grand debut today (January 11) at Hong Kong Disneyland. The experience calls on all boys and girls and men and women, both young and young-at-heart, to team up with families and friends and unleash the Super Hero within in a high-flying adventure alongside Iron Man.

Eminent innovator and pioneer Tony Stark is staging the spectacular Stark Expo in Tomorrowland to take guests on an adventure, starting with closely examining innovations old and new from Stark Industries. There are opportunities to meet Iron Man in person during the adventure, and to try on the Iron Man armor virtually. The grand finale is boarding a special Expo-edition Iron Wing flight vehicle and flying alongside Iron Man in the Hong Kong sky for a panoramic view of the innovatively-powered Hong Kong Stark Tower, but be prepared for a battle against the evil forces of Hydra in the immersive multi-sensory motion experience.

This first Iron Man ride-through attraction and immersive interactive experience truly make Hong Kong proud, as more than 70 Disney Imagineers from the city contributed their innovative talent working hand in hand with the international Walt Disney Imagineering team and the Marvel team to create this world's first Iron Man-themed area.

The grand opening ceremony of the much-awaited Iron Man Experience at the theme park yesterday was officiated by the Honorable C.Y. Leung, Chief Executive of the Hong Kong Special Administrative Region, and Bob Chapek, chairman of Walt Disney Parks and Resorts.

"We are always pushing the boundaries of creativity and innovation so that our guests can step into the magical worlds of their favorite stories and meet their most beloved characters," said Chapek. "We're thrilled to be adding the high-tech, action-packed universe of Marvel to Hong Kong Disneyland, and we'll continue building on it as we move into the resort's next phase of expansion."



Stark Industries' creations set the scene for high-flying adventure



Following the previous showcase in New York in 2010, Tony Stark (aka Iron Man) has selected Tomorrowland in Hong Kong Disneyland to host the new **Stark Expo** to show off the latest high-tech creations of Stark Industries.

The innovations are extensively displayed in four exhibition halls: the *Hall of Legacy*, the *Hall of Protection*, the *Hall of Energy* and the *Hall of Mobility*. Iron Man's artificial intelligence computer system J.A.R.V.I.S. and Wendy Wong, vice president of Stark Industries Asia, are guides taking guests through the impressive range of exhibits, from Captain America's prototype shield to Iron Man Mark III suit,

the first miniaturized Arc Reactor, the unbreakable Stark Everglass, the MyJARVIS intelligent home system, StarkVision Glasses and a collection of Iron Wings designed for different functions.

Guests will then board Tony Stark's latest innovation — the Expo Edition Iron Wing Mark VIII, to embark on the once-in-a-lifetime **Iron Man Experience**.



Battling against the evil forces of Hydra alongside Iron Man

The park has spent more than three years to design and create Iron Man Experience — complete with flight simulators, 3-D projection, surround sound and other special effects that immerse guests in the Marvel story of a battle with the evil forces of Hydra.

For the first time, the park has integrated strong Hong Kong elements into a park attraction by using Hong Kong and its skyline for the fly-through ride. After putting on a pair of StarkVision glasses and taking off on Stark Industries' special 45-passenger Expo Edition Iron Wing, guests will make their way to the Hong Kong Stark Tower powered by the Arc Reactor and speed alongside Iron Man through streets that resemble those in West Kowloon and downtown, and fly over iconic Hong Kong landmarks like the Tsing Ma Bridge, Victoria Harbour and the city's pristine mountain ranges.

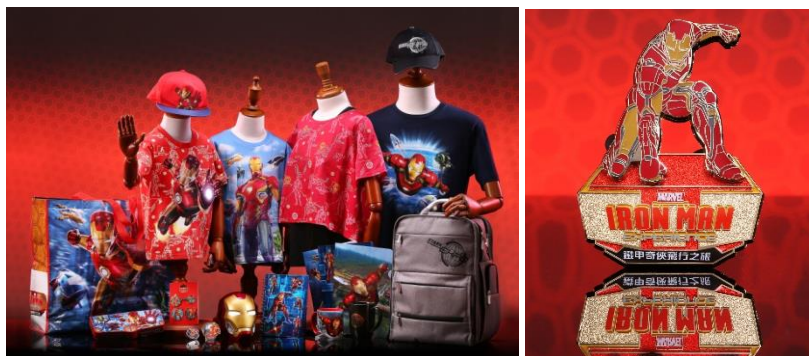


Encouraging feedback from the travel trade sector and guests

Iron Man Experience has received encouraging feedback from the travel trade and guests since soft opening in mid-December. Among the 270 travel trade partners who attended the preview, 95% believed their clients would enjoy the ride, 91% felt their guests would visit Hong Kong Disneyland specifically for the new attraction, while 88% expected their guests would visit the park more frequently as a result. More than 200 guests who attended the sneak peek were interviewed, and almost all (98%) said they had an enjoyable experience, while 97% remarked the experience exceeded or met their expectations. They said the immersive ride-through offered a great sense of reality and thrills, while the Heroic Encounter with Iron Man brought close interaction and an elevated sense of authenticity.

More Iron Man-themed experiences to be discovered in Tomorrowland

Iron Man Experience is complemented by a range of Iron Man-themed fun. The brand-new **Expo Shop** lets guests choose from a range of 70-plus Hong Kong Disneyland-exclusive Iron Man merchandise items and more than 250 Marvel-themed memorabilia items. Among them are collectibles and toys, glowing key chains, souvenirs and accessories. Some of the exclusive apparel features Hong Kong's postcard-perfect scenery and **Stark Expo** themes, as well as a special Iron Man Experience Pin available for a limited time only starting today (January 11) — a must-have collectible!



In the **Expo Shop**, Iron Man fans get to try on Iron Man's armor suit in the interactive experience **Become Iron Man at The Stark Expo**. Through interactive motion-sensing technology, guests can experience the flying and shooting functions of the armor and feel what it is like to be a Super Hero as they fight the forces of evil on streets resembling downtown Hong Kong. Guests can also take home a memento package featuring a digital photo collage of their Become Iron Man adventure as well as a digital download of an approximately 35-second video of their transformation.



The park and hotel restaurants have prepared more than 25 Iron Man-themed food and beverage choices for guests to refuel after a trip on **Iron Man Experience**. Among the delectable choices are an Iron Man Waffle, Iron Man stein, Iron Man desserts at Chef Mickey and Iron Man beverages served at the resort hotels.

At the **Iron Man Tech Showcase presented by Stark Industries**, guests will find prototypes of various Iron Man armor suits. Here, Iron Man appears in his special Expo-edition Iron Man suit to interact with guests. To complement the launching of Iron Man Experience, park admission tickets will feature Iron Man theme artwork starting from today (January 11).



Iron Man-themed hotel room décor

From now to June 30, guests staying in the park's two themed hotels can add on the "Iron Man" Room Decoration package for an additional HK\$600. Their accommodation experience will be made even more unforgettable with an Iron Man-themed bed runner, slippers, door and mirror stickers, macaroons, as well as one 6R photo print and digital download of the photo.



Special offers for guests to enjoy

From now on guests staying at the resort's two hotels will receive a Priority Admission Pass* of Iron Man Experience to shorten the wait for their turn on the Marvel-themed ride at designated time as shown on the pass. Play and Dine Ticket Combo including 1-Day tickets and a meal voucher, as well as 2-Day tickets under special rate are also available from today (January 11) until July 14, 2017, enabling guests to enjoy twice as much fun.

**Priority Admission Pass will be given according to the number of guests in each room with a maximum of four passes per room, subject to availability.*

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About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and nationalities. In the magical kingdom theme park — filled with your favorite Disney stories and characters — explore seven diverse lands that are home to award-winning, first-of-a-kind attractions and entertainment. Complete your adventure with stays at the resort's luxurious Disney hotels. The magic doesn't end at our doorstep; as a dedicated member of the local community that cares deeply about societal well-being, Hong Kong Disneyland spreads its magic through community services programs that help families in need, boost creativity among children and youth, encourage the protection of the environment and inspire healthier living.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit marvel.com. ©2017 MARVEL

For information on attractions and vacations at Hong Kong Disneyland Resort, visit hongkongdisneyland.com or call (852) 3550-3388.

New mobile app gives latest updates



A new mobile app is ready for guests to keep them posted on all the excitement at Hong Kong Disneyland, from opening hours to entertainment schedules. Use the GPS-enabled map to find your way around the park, or make reservations for park restaurants with one-tap calling. Locate Favorite Characters: You'll magically know when-and where-Disney Characters are appearing in the park and make every moment count when you can now see the wait times for each attraction.

Download the Hong Kong Disneyland mobile app for free:

iOS users: <https://itunes.apple.com/app/id1077550649>

Android users: <https://goo.gl/ZbHHbP>

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