



For Immediate Release

**Country pop sensation Taylor Swift officially joins
Madame Tussauds Hong Kong
“Social Media Sweetheart” to brighten up Music Icons Zone
Imminently launched all-new DIVAS themed area to spotlight four legendary
female singers**

HONG KONG (8 March 2016) Home to over 100 wax figures sculpted in the likeness of celebrities from around the world and close on the heels of welcoming the ever-popular Korean celebrity Lee Jong-suk in January, Madame Tussauds Hong Kong today welcomed another member to its star-studded Music Icons Zone – Taylor Swift, country pop sensation who has taken the world by storm. A showcase of the music industry’s movers and shakers, the Music Icons Zone will soon unveil its brand-new DIVAS themed area, which will invite visitors to meet four legendary exhibited against refreshed backdrops. This new themed area will complete the makeover to part of the Music Icons Zone. More wax figures and amazing activities will be launched later this year to present even more interactive experiences and opportunities for visitors to come face-to-face with their favourite celebrities!

As one of the world’s most popular and successful “post-80s” singer-songwriters, Swift has made history at the 58th Grammy Awards as she became the first female singer to receive the Album of the Year award twice. She also skyrocketed to fame in Asia and Hong Kong in recent years, and her social media fame has even earned her the nickname “Social Media Sweetheart”. Many Madame Tussauds visitors have expressed their wish to interact with this young singer.

Swift first entered the music industry when she was 14 years old. Fuelled by her creative talent and hard work, she successfully launched her debut album in 2006. Her distinct country pop musical style quickly captured the hearts of many and also brought her numerous accolades, including 10 Grammy Awards, 22 Billboard Music Awards and 11 Country Music Association Awards, just to name a few.

Now a red-hot country pop sensation, Swift has once remarked that music has always been her emotional safe haven. It is for this very reason that she has long supported the

development of the music industry and advocated artists' rights. In 2014, Swift took action to emphasise that music streaming service providers should provide royalties to songwriters. This move caused a stir and eventually improved some music service providers' attitude towards songwriters. Swift is also highly active on social media, and true to her sociable and down-to-earth persona, often interacts with fans and shares snapshots of her celebrity friendships in this space.

Presenting Swift in the most dazzling and energetic fashion possible, the extremely lifelike wax figure was created with reference to the aquamarine blue outfit worn by her in a television show. With one hand on the acoustic guitar, Swift's identity as a singer-songwriter couldn't be more apparent. The addition of this young singer, who is recognised not only for her talent but also her positive attitude, promises to boost the star power of Madame Tussauds Hong Kong.

All-new DIVAS themed area to be unveiled

In an effort to elevate the visitor's interactive experience, Madame Tussauds Hong Kong is giving part of the Music Icons Zone a makeover to create the brand-new DIVAS themed area, a refreshing showcase of four legendary female singers including the revered queen of music Madonna; iconic singer and fashion queen Lady Gaga; pop sensation G.E.M.; and country pop sensation Taylor Swift. With glamorous backdrops and special lighting, the dramatic sets will invite visitors to view the four divas from unique perspectives.

Music to your ears: fantastic promotions

Country pop sensation Taylor Swift is undoubtedly a shining example of strong, independent young women from the "post-80s" generation; her story has inspired numerous young people worldwide. To celebrate the arrival of Taylor Swift, Madame Tussauds Hong Kong will launch the Taylor Swift 1989 Promotion. From 8 March 2016 to 17 March 2016, those who were born in 1989 – the same year as Swift – can meet this young celebrity by purchasing one admission ticket at a special price of HKD 89 from the official website of Madame Tussauds Hong Kong (www.madametussauds.com/hongkong/) (regular price for each adult admission ticket is HKD 245). Tickets must be purchased one day prior to the visit and eligible individuals must present valid proof of identity at the front entrance admission counter of Madame Tussauds Hong Kong.

For other promotional offers, please refer to the Appendix. For enquiries, please call: (852) 2849 6966.

High-resolution photos can be downloaded from: <http://bit.ly/1Ypmt6s>



Country pop sensation Taylor Swift has officially arrived Madame Tussauds Hong Kong.

About Madame Tussauds Hong Kong

Madame Tussauds Hong Kong is a unique celebrity-inspired attraction that connects guests with famous people, famous events and famous times. Featuring 11 themed areas, Madame Tussauds Hong Kong provides guests with the opportunity to meet their idols and do the things that famous people do!

The attraction features over 100 local and international celebrity wax figures with exciting audio-visual effects and interactive experiences to create truly magical moments for all guests.

Originally opened in August 2000, Madame Tussauds Hong Kong is the first permanent Madame Tussauds in Asia. There are 19 Madame Tussauds around the world: Hong Kong, London, New York, Las Vegas, Amsterdam, Shanghai, Washington D.C., Berlin, Hollywood, Bangkok, Vienna, Blackpool, Sydney, Tokyo, Beijing, Wuhan, San Francisco, Singapore and Orlando.

Madame Tussauds Hong Kong welcomes guests from 10am to 10pm daily (final admission is at 9:45pm). For ticket enquiries, please call (852) 2849 6966 or visit www.madametussauds.com/hongkong/.

About Merlin Entertainments plc

MERLIN ENTERTAINMENTS plc is the leading name in location-based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 111 attractions, 12 hotels/4 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and c26,000 employees (peak season).

Merlin currently has 14 attractions in Asia including Madame Tussauds in Bangkok, Shanghai, Tokyo, Hong Kong, Singapore, Beijing and Wuhan, China; the fantastic LEGOLAND

Malaysia Resort with its theme park, hotel and water park; world leading aquaria in Busan, Bangkok and Shanghai, underlining the company's position as the world's biggest global aquarium operator; LEGOLAND Discovery Centre in Tokyo and Osaka, Japan and Istanbul. New LEGOLAND Parks will also open in Dubai in 2016, and Japan and South Korea in 2017. Visit www.merlinentertainments.biz for more information.

For Enquiries:

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Appendix

Madame Tussauds Hong Kong Promotional Offers

Name of Promotion	Promotion Details	Redemption Method	Promotional Period
Ocean Park Promotion	Holders of Ocean Park Hong Kong ticket or Ocean Park SmartFun Annual Pass membership card can enjoy 20% off regular-priced Madame Tussauds admission ticket (up to four tickets). Holders of Madame Tussauds Hong Kong ticket can enjoy 15% off regular-priced Ocean Park admission ticket (up to four tickets) or 5% off Ocean Park SmartFun Annual Pass membership card (up to two cards).	To redeem offer from Madame Tussauds Hong Kong, present valid Ocean Park Hong Kong ticket or Ocean Park SmartFun Annual Pass membership card at front entrance admission counter of Madame Tussauds Hong Kong. To redeem offer from Ocean Park, present valid Madame Tussauds Hong Kong admission ticket at ticketing counter of Ocean Park.	From 11 Mar 2016 to 30 Apr 2016
KKBOX Promotion	KKBOX members can enjoy 30% off regular-priced admission ticket (up to four tickets)	Present valid proof of membership at front entrance admission counter of Madame Tussauds Hong Kong	From 7 Mar 2016 to 30 Sep 2016
Taylor Swift 1989 Promotion	Those who were born in the same year as Taylor Swift (i.e. 1989) can purchase one admission ticket at discounted price of HKD 89, and save HKD 156	Purchase the Taylor Swift 1989 tickets package from the official website of Madame Tussauds Hong Kong one day prior to your visit and present valid proof of identity at front entrance admission counter of Madame Tussauds Hong Kong	From 8 Mar 2016 to 17 Mar 2016
Easter and Children's Day Promotion	Holders of Hong Kong ID Card or temporary Hong Kong ID Card containing the numbers 1, 2 or 3 can purchase one admission ticket at discounted price of HKD 123, and save HKD 122	Purchase the Easter and Children's Day Promotion from the official website of Madame Tussauds Hong Kong one day prior to your visit and present valid proof of identity at front entrance admission counter of Madame Tussauds Hong Kong	From 21 Mar 2016 to 30 Apr 2016
Hong Kong Residents Birthday Promotion	Hong Kong residents can enjoy free one-time entry at Madame Tussauds Hong Kong on their birthday, one day before or after their birthday. Birthday star will receive a birthday pack (birthday card and coupons redeemable at Madame Tussauds Hong Kong gift shop). Up to three accompanying guests can enjoy 50% off regular-priced admission.	Present valid Hong Kong ID Card or temporary Hong Kong ID Card at front entrance admission counter of Madame Tussauds Hong Kong	From 1 Feb 2016 to 31 Dec 2016

Senior Citizen Promotion	Purchase one admission ticket for Madame Tussauds Hong Kong at discounted price of HKD 100, and save HKD 75	Present valid Senior Citizen Card at the front entrance admission counter of Madame Tussauds Hong Kong	From 11 Jan 2016 to 31 Dec 2016
People with Disabilities Promotion	Purchase one admission ticket for Madame Tussauds Hong Kong at discounted price of HKD 100, and save HKD 145	Present valid Registration Card for People with Disabilities at the front entrance admission counter of Madame Tussauds Hong Kong	From 11 Jan 2016 to 31 Dec 2016

For enquiries, please call: (852) 2849 6966.

Remarks

Ocean Park Promotion

1. The promotion period starts on 11 March 2016 and ends on 30 April 2016.
2. This promotion can only be redeemed upon presentation of Ocean Park Hong Kong ticket or Ocean Park SmartFun Annual Pass membership card at the front entrance admission counter of Madame Tussauds Hong Kong; or presentation of Madame Tussauds Hong Kong admission ticket at ticketing counter of Ocean Park. Photocopies will not be accepted.
3. Each holder of Ocean Park Hong Kong ticket, Ocean Park SmartFun Annual Pass membership card or Madame Tussauds admission ticket can redeem this offer only once. Up to four admission tickets or two Ocean Park SmartFun Annual Pass membership cards can be purchased.

KKBOX Promotion

1. The promotion period starts on 7 March 2016 and ends on 30 September 2016.
2. This promotion can only be redeemed upon presentation of valid proof of membership.
3. Each qualified individual can redeem this offer only once. Up to four admission tickets can be purchased.

Taylor Swift 1989 Promotion

1. The promotion period starts on 8 March 2016 and ends on 17 March 2016.
2. This promotion can only be redeemed upon presentation of valid proof of identity. Photocopies will not be accepted.
3. This promotion is only applicable to Taylor Swift 1989 tickets package purchased from the official website of Madame Tussauds Hong Kong (www.madametussauds.com/hongkong/).
4. Each qualified individual can redeem this offer only once.

Easter and Children's Day Promotion

1. The promotion period starts on 21 March 2016 and ends on 30 April 2016.
2. This promotion is only applicable to holders of valid Hong Kong ID Card or temporary Hong Kong ID Card. Photocopies will not be accepted.

Hong Kong Residents Birthday Promotion

1. The promotion period starts on 1 February 2016 and ends on 31 December 2016.
2. This promotion is only applicable to holders of valid Hong Kong ID Card or temporary Hong Kong ID Card.

Senior Citizen Promotion

1. The promotion period starts on 11 January 2016 and ends on 31 December 2016.
2. This promotion is only applicable to holders of Senior Citizen Card. Photocopies will not be accepted.

People with Disabilities Promotion

1. The promotion period starts on 11 January 2016 and ends on 31 December 2016.
2. This promotion is only applicable to holders of Registration Card for People with Disabilities. Photocopies will not be accepted.

For all of the above promotions

1. Terms and conditions apply.
2. Promotional offer cannot be sold, exchanged for cash or other products, birthday offer, Peak Tram ticket, pre-sale admission tickets, group tour admission tickets, or use in conjunction with other promotional offers.
3. Admission tickets are subject to terms and conditions of Madame Tussauds Hong Kong.
4. Terms and conditions of Madame Tussauds Hong Kong are subject to change without further notice.