



## NEWS RELEASE

*For Immediate Release*

### **KidZania Singapore set to open on Sentosa Island**

*Themed Attractions Announces Development of 2<sup>nd</sup> KidZania under its Licensee Rights*

**SINGAPORE, 5 June 2012** – Sentosa Development Corporation and Themed Attractions and Resorts (TAR) are delighted to announce that the indoor edutainment theme park, KidZania, is heading to Sentosa Island in Singapore. KidZania Singapore will be TAR's second KidZania operation theme park.

Originally from Mexico, KidZania is a one-of-a-kind concept which allows children to learn about the world of adult occupations by role-playing different professions. KidZania offers an interactive learning and entertainment experience targeted at kids aged 4 to 14, combining role-play with real life. Unlike other theme parks, KidZania, does not feature any rides or arcade games. Instead, through its partnerships with various Industry Partners, children participate in a variety of role-playing activities specifically designed to aid physical and intellectual growth.

"We consider it our privilege be able to expand the KidZania family in Sentosa Island. We are looking forward to building a long-term and fulfilling partnership with Sentosa Development Corporation, which oversees the island resort's development and attractions mix. With growth potential of family tourism in the region, we consider this to be an excellent investment opportunity for Themed Attractions in addition to our other ongoing family tourism projects in Kuala Lumpur and Johor, Malaysia," said Yang Mulia Tunku Dato' Ahmad Burhanuddin, Managing Director and Chief Executive Officer of Themed Attractions and Resorts Sdn. Bhd.

KidZania Singapore will complement the spectrum of activities currently available on Sentosa Island, Singapore's premier island resort getaway and Asia's favourite playground.

"KidZania's unique role-play concept will raise the bar for edutainment and fun on Sentosa through immersive learning," said Mike Barclay, Chief Executive Officer of Sentosa Development Corporation. "Sentosa will be developing an 11,500 square metre Family Entertainment Centre (FEC) to house KidZania Singapore at Palawan Beach<sup>1</sup>. This leisure cluster by the beach is being rejuvenated into a destination for families with young children. KidZania Singapore will complement the outdoor fun of Palawan Beach and Port of Lost

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<sup>1</sup> Palawan Beach is one of Sentosa's three beaches. The other two are Tanjong Beach and Siloso Beach. Together, they form Sentosa's southern coastline. With a unique identity each, the three clusters form a compelling 3.2km stretch of beachfront entertainment that attracts more than 5.7 million visitors annually (or 1 out of every 4 island guests).



Wonder<sup>2</sup> (POLW) with a best-in-class in-door, weather-proof experience for Sentosa's little guests. At the same time, the array of leisure experiences on Palawan Beach and Sentosa will help to fuel the dynamic family tourism industry in Singapore and the region."

The FEC is scheduled for completion in 2014 and will be directly linked by a sheltered bridge to the Sentosa Express monorail, the Beach Carpark and a new Arrival Plaza for coaches.

Scaled down to a child's size, KidZania is essentially a city of its own, just for kids, with its own national anthem, declaration of independence and economy and is complete with buildings, paved streets, vehicles, a functioning economy, and recognisable destinations in the form of "establishments" sponsored and branded by leading international and local brands.

"Apart from providing children the opportunity to gain more than just a great time with our unique edutainment concept, we are looking forward to introducing KidZania as a revolutionary marketing tool, providing local and international brands a new way of extending brand awareness. Through the child's own experience with KidZania's activities, these Industry Partners help set the benchmark for their future ambitions, and allow them to identify with the brands' corporate values and respective work ethics," added Tunku Dato' Ahmad.

Themed Attractions currently manages and operates KidZania Kuala Lumpur, which opened earlier this year in February, and it will also manage and operate KidZania Singapore through its joint venture with Boustead Holdings Berhad via Rakan Riang Pte Ltd. The award-winning family education and entertainment centre in Singapore is set to be the 3<sup>rd</sup> in South East Asia with existing KidZanias in Jakarta, Indonesia and Kuala Lumpur, Malaysia.

The announcement on KidZania Singapore comes weeks after Sentosa opened POLW, its outdoor waterplay attraction, for children aged three to ten years old. The launch of POLW in April 2012 marked the start of Sentosa's 40th anniversary celebrations, which will culminate in a birthday party on the island resort on 1 September. The island is also preparing to receive its 150 millionth guest this year.

**– The End –**

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<sup>2</sup> Port of Lost Wonder is Singapore's first kids' club by the beach on Palawan Beach for children aged three to ten years old.



## **ABOUT KIDZANIA**

KidZania is an indoor family education and entertainment centre, which offers an interactive learning and entertainment experience targeted at kids aged 4 to 14. KidZania combines role-play with real life, creating a kid-centric city experience designed to educate and inspire kids; from arriving at the airport, to visiting a city centre to exploring the city streets. As in the real world, kids choose activities – such as being a police officer, doctor, journalist or a customer – and earn money, which they can then spend or save. KidZania operates just like a real city complete with buildings, paved streets, vehicles, a functioning economy, and recognisable destinations in the form of “establishments” sponsored and branded by leading international and local brands. The facilities are designed to educate through experience, fostering the development of life skills, but from a kid’s perspective it is all about fun.

Essentially the fastest growing educational and entertainment brand in the world, KidZania has won numerous awards, having been voted “Best Theme Park Worldwide” by The Themed Entertainment Association, “Top Family Entertainment Centre of the World” by the International Association of Amusement Parks & Attractions (“IAAPA”), “Global Leisure Operator of the Year” by Retail and Leisure International and “Concept of the Year” by MAPIC.

## **ABOUT THEMED ATTRACTIONS**

Themed Attractions and Resorts Sdn. Bhd., a wholly-owned subsidiary of the Malaysian Government’s investment arm, Khazanah Nasional Berhad, was incorporated in June 2009 to develop and operate theme parks and attractions in Malaysia, serving as a catalyst for the leisure and tourism industry and bringing premier international theme parks and attractions such as Hello Kitty Town, HiT Entertainment’s Little Big Club and KidZania to Malaysia. For more information, please contact [enquiries@tar.com.my](mailto:enquiries@tar.com.my).

## **ABOUT SENTOSA ISLAND**

Sentosa is Asia’s leading leisure destination and Singapore’s premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, operations of the various leisure offerings and management of the residential precinct on the island. The Corporation also manages the Southern Islands, and owns Mount Faber Leisure Group which runs Singapore’s only cable car service.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences – making Sentosa a vibrant island resort for business and leisure. Making Sentosa its home, too, is Singapore’s first integrated resort, Resorts World Sentosa, which operates South East Asia’s first Universal Studios theme park.



Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive residential enclave. By 2014, it will be bustling with some 2,000 homes, romantic quayside restaurants, retail and specialty shops. Offering Singapore's only truly oceanfront residences, Sentosa Cove is fast becoming the world's most desirable address.

The Island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. Since 2006, Asia's richest national open, the annual Barclays Singapore Open, has teed off on The Serapong with star-studded line-ups featuring international players and golf professionals from Asia, Europe and the USA playing to nail-biting finishes.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore's goal to be a global destination to work, live and play. This year marks the 40th anniversary of Sentosa as a leisure resort destination.

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KidZania is an indoor Family Edutainment Centre (FEC), which offers an interactive learning and entertainment experience in a kid-sized city. At KidZania, kids are empowered and inspired to pursue their life's dreams by exploring what it's like to live and work in a real functioning city. KidZania creates a kid-centric city experience targeted at kids aged between 4 to 14 year old, where they're in charge of choosing from over 90 activities in 60 establishments.



Scaled down to a child's size, KidZania is essentially a city of its own, just for kids, with its own national anthem, language, functioning economy complete with beautifully paved streets, vehicles, and recognisable buildings in the form of "establishments" sponsored and branded by leading international and local brands



KidZania's core value lies in being able to educate, and at the same time, provide a fun, real-life experience where children can meet new friends and explore new activities from wall-climbing, leading a tour group to putting out a fire or co-hosting a radio programme. As KidZania is a city for kids, they are the ultimate decision-makers and this empowers them to be more confident and independent

