
For Immediate Release

Iron Man Experience Coming to Hong Kong Disneyland in 2016

*Attraction brings guests into the world of Marvel
As Disney Parks continues to invest in Hong Kong Disneyland.*

HONG KONG (October 8, 2013) – Today, Hong Kong Disneyland announced a new themed area based on Iron Man, which will take guests on an epic adventure of a lifetime as they join Tony Stark in a battle against alien invaders across the city of Hong Kong.

“Since Marvel became part of the Disney family, our Imagineers have been dreaming up new ways for our guests to experience their favorite Marvel characters and stories,” said Tom Staggs, chairman of Walt Disney Parks and Resorts. “We’re thrilled to bring this first Marvel attraction featuring Iron Man to Hong Kong Disneyland.”

As the story unfolds, Tony Stark – also known as Iron Man – has brought his Stark Expo to Tomorrowland at Hong Kong Disneyland where guests have the opportunity to see firsthand the progression of Tony’s Iron Man suits and many other Stark innovations. The anchor of the attraction is the Iron Man Experience itself, where guests will be able to take flight with Iron Man on an epic adventure that not surprisingly pits Iron Man, along with guests, against the forces of evil.

Even more, this first-of-its kind, E-ticket attraction will include a storyline that takes place in the streets and skies of Hong Kong.

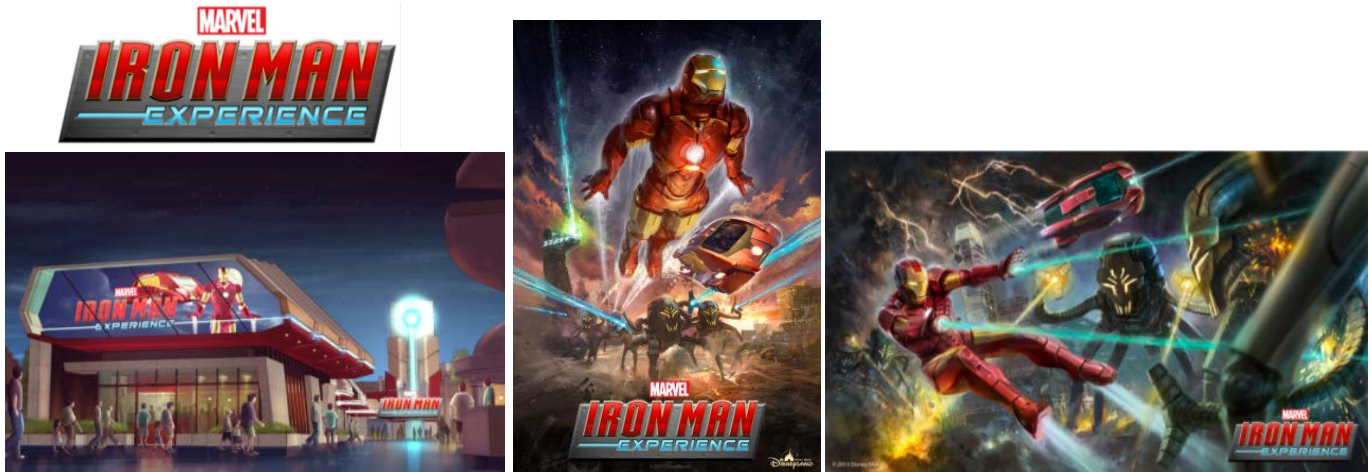
Set to open in late 2016, the experience will also include an area where guests can meet and take photos with Iron Man, as well as a Marvel merchandise location.

“Combined with Toy Story Land, Grizzly Gulch and Mystic Point, this new themed area underscores commitment to and confidence in the continued growth of Hong Kong Disneyland,” Staggs said.

In the past two years, these new areas have increased the size of the park by about 25 percent, bringing the number of attractions and entertainment offerings at Hong Kong Disneyland to more than 100.

“The new Marvel-themed area will give guests visiting Hong Kong Disneyland even more reasons to visit,” said Andrew Kam, Managing Director of Hong Kong Disneyland. “We are pleased to see the momentum of growth continue at Hong Kong Disneyland benefitting both our resort and the entire Hong Kong tourism industry.”

Iron Man is one of some 5,000-plus characters that are part of the Marvel universe. Over the last 70 years, Marvel has continued to be one of the most prominent character-based entertainment brands. The Walt Disney Company purchased Marvel Entertainment in 2009.



About Hong Kong Disneyland

Hong Kong Disneyland Resort offers immersive, unique Disney experiences for all families, generations and ages to enjoy. Hong Kong is one of only five locations in the world that is home to a Disney themed park and the many Disney characters that are beloved the world over, such as Mickey, Minnie, Donald, Stitch and Buzz Lightyear. Since the Grand Opening in September 2005, Hong Kong Disneyland has received more than 38 million Guests from around the globe. Through the unique product offering and the world-class service provided by the 7,000 strong Cast at the theme park and the two hotels, the Resort has received outstanding Guest satisfaction ratings and a range of awards from the hospitality and entertainment sectors.

Hong Kong Disneyland is dedicated to serving Hong Kong people through a wide spectrum of community services programs from helping families in need, to inspiring creativity among children and youth, to encouraging the protection of the environment in the region.

If you'd like to learn more about Hong Kong Disneyland Resort and enjoy the unique magical experiences it has to offer, visit the Resort or click on to www.hongkongdisneyland.com for more information.

For media enquiries, please contact: Hong Kong Disneyland +852 9020 6046

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