



Merlin Entertainments opens 21st Madame Tussauds in Istanbul

London, 28 November, 2016: Merlin Entertainments, one of the world's leading visitor attraction operators, has opened a new Madame Tussauds in Istanbul, Turkey. The attraction features over 55 wax figures of Turkish and international celebrities from history and the worlds of culture, arts, science and sport.

The Midway attraction, which opens its doors to the public today, marks Merlin's twenty-first Madame Tussauds. Merlin's existing attractions in Istanbul include the LEGOLAND® Discovery Centre, which opened in summer 2015 and SEA LIFE. Today's announcement follows the recent openings of Madame Tussauds Chongqing, China, in September and LEGOLAND Dubai in October. Merlin has opened five Midway attractions this year.

John Jakobsen, Chief New Openings Officer, said:

"We're pleased to be able to bring the much-loved Madame Tussauds brand to Istanbul – an amazing, vibrant, cosmopolitan hub, well known as the original gateway city. This is consistent with our strategy of establishing attraction clusters in key cities around the world and contributes to our stated ambition of opening forty new Midway attractions before the end of 2020."

Ends

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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 operates over 100 attractions, 13 hotels and 5 holiday villages in 24 countries and across 4 continents. The Company aims to deliver memorable experiences to its more than 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its circa 27,000 employees (peak season).

Visit www.merlinentertainments.biz for more information.