



PARQUES REUNIDOS TO LAUNCH NEW INDOOR ENTERTAINMENT CENTER BUSINESS MODEL WITH FIRST 'LIONSGATE ENTERTAINMENT CITY' IN NEW YORK'S TIMES SQUARE

The \$30 million (€25 million) Indoor Entertainment Center set to open in 2019 will launch Parques Reunidos' new line of business based in iconic locations worldwide.

Madrid, September 20th, 2017. – Parques Reunidos today announced plans for the first LIONSGATE ENTERTAINMENT CITY location at 11 Times Square in New York City. The announcement follows an agreement reached last November between Parques Reunidos and Hollywood studio Lionsgate to develop indoor entertainment centers (IEC) themed to the studio's blockbuster film and television properties including *The Hunger Games*, *The Divergent Series*, *Now You See Me*, and more. LIONSGATE ENTERTAINMENT CITY will open in 2019 and launch a new business model for Parques Reunidos.

The \$30 million (€25 million) flagship project occupies 125 feet of wraparound frontage on the corner of E. 42nd Street and 8th Avenue, a preferred spot at the heart of the world-famous neighborhood that receives over 50 million visitors a year and is known for its entertainment and cultural offerings. Specially designed for teenagers and young adults, the IEC will feature 13 signature attractions that utilize the latest developments in digital technology and virtual reality to immerse guests in their favorite Lionsgate film and television stories.

Developing Indoor Entertainment Centers (IECs), located both in shopping malls and in iconic urban locations, is one of Parques Reunidos' main growth strategies because it contributes to increasing the company's income stability by reducing weather-related seasonality. Parques Reunidos has a strong expansion plan for these centers, which will be open to the public year-round. This plan will be implemented not only in the U.S., but also in Europe, where they are already under development in a number of cities.

Future locations for LIONSGATE ENTERTAINMENT CITY and other IECs will be announced soon.

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About Parques Reunidos

Parques Reunidos is one of the world's leading leisure park operators. The company portfolio comprises 61 assets (theme parks, animal parks, aquatic parks, family entertainment centers and other attractions). Parques Reunidos is present in 14 countries in the Americas, Europe, Middle East and Asia, receiving approximately 20 million visitors per year. For more information regarding Parques Reunidos, please visit: www.parquesreunidos.com



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