



UNIVERSAL PARKS & RESORTS PLANS TO BRING NEW CONCEPT FOR FAMILIES WITH YOUNG CHILDREN TO FRISCO, TEXAS

First of its kind theme park to feature immersive themed areas, attractions and entertainment that celebrate Universal stories and characters

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FRISCO, Texas (January 11, 2023) – Universal Parks & Resorts announces a one-of-a-kind theme park, unlike any other in the world, specifically designed to inspire fun for families with young children. The new park concept, set in a lush green landscape and featuring immersive themed lands, celebrates Universal’s iconic brand of entertainment, humor and innovation and brings to life its beloved characters and stories in ways that will wow even the youngest theme park goers.

The proposed park will be designed to be more intimate and engaging for younger audiences and will be sized for a regional audience. It will be full of family-friendly attractions, interactive and playful shows, character meet and greets, unique merchandise and fun food and beverage venues. Although smaller in size, it will still carry the same quality as Universal’s other larger resort destinations.

Part of 97 acres of land recently purchased by the company, the proposed park also has plans for an adjacent themed hotel and room for expansion. The entire area is intended to have a completely different look, feel, and scale than Universal’s existing parks and will appeal to a new audience for the brand.

Universal Parks & Resorts selected the city of Frisco, in North Texas, as the area for this new concept given the city’s growing population and ability to attract businesses to the area. The proposed location for the new concept is ideally situated east of the Dallas North Tollway and north of Panther Creek Parkway.

“We are excited about the opportunity to partner with the city of Frisco and Mayor Cheney as we work to bring this innovative, new concept to life designed specifically for a younger generation of Universal fans,” said Page Thompson, President, New Ventures, Universal Parks & Resorts. “We think North Texas is the perfect place to launch this unique park for families given its growing popularity within this part of the country.”

“Frisco is one of the fastest growing cities in the U.S. and has been recognized as a great place to plant professional roots and raise a family,” said Frisco Mayor Jeff Cheney. “This new Universal concept will continue to enhance our tax base, expand employment opportunities and bring even more fun to Frisco benefiting our residents, businesses, and visitors.”

More details about the project will be revealed over time. To stay informed, visit [Corporate.UniversalParks.com](https://corporate.universalparks.com).

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About Universal Parks & Resorts

Universal Parks & Resorts, a unit of Comcast NBCUniversal, offers guests around the globe today's most relevant and popular entertainment experiences. With three-time Academy Award winner Steven Spielberg as creative consultant, its theme parks are known for immersive experiences that feature some of the world's most thrilling and technologically advanced film- and television-based attractions. Universal Parks & Resorts in the U.S. are Universal Studios Hollywood and Universal Orlando Resort. Around the world, UP&R includes Universal Studios Japan in Osaka, a license agreement with Universal Studios Singapore at Resorts World Sentosa, and the recently opened Universal Beijing Resort. Learn more at universalparks.com.

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