

In Hollywood, It's Mother's Day!

Hollywood's Premier Attraction: \$55 Million Madame Tussauds Hollywood Hosts "Moms-Go-Free" on Sun., May 9

Julia Roberts, Jennifer Lopez, Angelina Jolie, Elizabeth Taylor, Among Famous Moms on Display

(Hollywood, Calif., April 26, 2010)---Over the years, there have been many celebrity moms and, so, to celebrate "Mother's Day" Madame Tussauds Hollywood is hosting moms free on Sunday, May 9.

The nine month-old Madame Tussauds Hollywood is adjacent to Grauman's Chinese Theatre.

Among the many moms-turned-stars now on show at Madame Tussauds are Salma Hayek, Halle Berry, Angelina Jolie, Elizabeth Taylor and Bette Davis.

A Mother's Day only photo op is being offered on this day so all mom's can show off their celebrity status posing with Jennifer Lopez, Julia Roberts and Angelina Jolie. Mother's and their children can pose with these famous mom's on a stage where they become celebrities also.

Celebrities have always been the stock in trade of Madame Tussauds ever since the diminutive French sculptress literally invented the art of wax figure sculpting 200 years ago.

At an average cost of \$300,000 each, the world famous Madame Tussauds figures are in a class of their own and their precision, exactness and life like qualities have never been more fully and artistically realized than at Madame Tussauds Hollywood.

The \$55 million Madame Tussauds Hollywood is the first ever Madame Tussauds built from the ground up, an historic milestone for the 200 year-old brand founded in London.

In addition to life like figures of Bruce Willis, Elizabeth Taylor, Justin Timberlake and Penelope Cruz, among some 100+ featured figures, Madame Tussauds Hollywood takes visitors on an interactive journey unlike any other Madame Tussauds experience.

The moms-go-free offer at Madame Tussauds Hollywood is applicable May 9 only and must be accompanied by a paid children's admission.

About Merlin Entertainments Group, Ltd MERLIN ENTERTAINMENTS GROUP is the leading name in location based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. The world's second largest visitor attraction operator, Merlin has 59 attractions and six hotels/ 2 holiday villages in 13 countries and across 3 continents. The company aims to deliver memorable and rewarding experiences to its 35 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,500 employees. Merlin Entertainments operates the following attractions – SEA LIFE, Madame Tussauds, LEGOLAND, The Merlin Entertainments London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, Thorpe Park, Chessington World of Adventures and Zoo, Underwater Adventures, Heide Park and Earth Explorer. For more information, please visit www.merlinentertainments.biz

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