



【MEDIA RELEASE】

Disney Parks' first Marvel-themed ride Iron Man Experience opens in early January at Hong Kong Disneyland

*Much-awaited attraction will bring guests on a heroic flight with Iron Man
in a Hong Kong-based story*

MARVEL
IRON MAN
EXPERIENCE
鐵甲奇俠飛行之旅



(HONG KONG, NOVEMBER 7, 2016) The much-awaited Disney Parks' first Marvel-themed ride, **Iron Man Experience – Presented by AIA**, will launch at Hong Kong Disneyland on January 11, 2017. For the very first time, this new ride-through attraction is featuring a story based in Hong Kong. Guests will be able to soar through Hong Kong's skies alongside Iron Man and battle the evil forces of Hydra in the multi-sensory immersive motion experience.

"Hong Kong Disneyland is excited to bring the first-ever Marvel-themed ride in a Disney Park to Hong Kong," said **Samuel Lau, Executive Vice President and Managing Director of Hong Kong Disneyland Resort**. "The Iron Man Experience is a unique immersive motion experience using Hong Kong as the story background for the very first time. We are proud to give local and overseas guests a different perspective and experience of Hong Kong while promoting our vibrant city to the world at the same time."

The Resort today also announced a corporate alliance with AIA, which will be the presenting sponsor of the Iron Man Experience.

"We are thrilled to collaborate with Hong Kong Disneyland in presenting Disney Parks' first Marvel-themed ride, Iron Man Experience," said **Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau**. "This initiative is in perfect alignment with the criteria of AIA Hong Kong's sponsorship strategy. It is a popular world-class event that can be enjoyed by members of the public. The event will create happy memories with the community, it also strengthens our brand promise to be 'The Real Life Company' by bringing an exciting experience to people of all ages. Most importantly, it gives us the opportunity to make a positive difference by helping people live healthier, better and happier lives."

Take flight with Iron Man above Hong Kong

The eminent innovator and pioneer, Tony Stark has selected Tomorrowland in Hong Kong Disneyland to host **Stark Expo**, where he will show off his latest high-tech creations in various exhibition halls – the *Hall of Legacy*, the *Hall of Protection*, the *Hall of Energy* and the *Hall of Mobility*. Guests will be among the first to explore Tony Stark’s latest innovations up close and fly in a gravity-defying Iron Wing flight vehicle in **Iron Man Experience**. He has also made Hong Kong the Asia headquarters of Stark Industries hereafter.



The park has spent over three years to design and create **Iron Man Experience** – complete with flight simulators, 3-D projection, surround sound and other special effects that immerse guests in the Marvel story of a battle with the evil forces of Hydra.

For the first time, the park has integrated strong Hong Kong elements into a park attraction by using Hong Kong and its skyline for the fly-through ride. After putting on a pair of StarkVision glasses and taking off on Stark Industries’ special Expo-



edition Iron Wing, guests will make their way to the Hong Kong Stark Tower powered by the arc reactor and whizz alongside Iron Man through streets that resemble those in West Kowloon and downtown, and fly over iconic Hong Kong landmarks like Tsing Ma Bridge, Victoria Harbour and the city’s pristine mountain ranges.

“We’re excited to be able to create the Iron Man Experience with an authentic Iron Man Super Hero adventure that takes place in a real city, Hong Kong,” said **Ted Robledo, Creative Director of Walt Disney Imagineering**. “We’ve set this up as the next Stark Expo after the one Tony Stark did in 2010 in New York. He’s showcasing his latest and greatest products from Stark Industries, so guests see all kinds of things in the exhibition halls when coming through the Expo. But the ultimate experience is to get on this brand-new Iron Wing vehicle, which is essentially a really large Iron Man suit that 45 guests can get into. And guests will be going out on a tour of Hong Kong ending at the Hong Kong Stark Tower.”

AIA named trusted partner of Stark Industries

AIA, as the trusted partner of Stark Industries, will provide protection for some of the valuable collections displayed in Stark Expo, such as the Arc Reactor, the Iron Man MARK I suit, the MARK III suit and the MARK V suitcase, as well as the employees in its Asia headquarters.

With AIA as the presenting sponsor of the attraction, AIA selected customers will be one of the first groups to enjoy a preview experience of **Iron Man Experience** before the attraction’s grand opening.

“It’s our great pleasure to form a multi-year corporate alliance with AIA,” said Lau. “With a common goal of delivering quality services, we will bring magical park-wide experiences to our guests.”

More Iron Man-themed experiences to be discovered at Tomorrowland



The **Iron Man Experience** will be complemented by a range of Iron Man-themed experiences unveiling at Tomorrowland in the run up to the grand launch of the Stark Expo. The brand-new **Expo Shop** is already opened to greet guests with a tantalizing range of 70-plus Hong Kong Disneyland exclusive Iron Man merchandise items and more than 250 items of Marvel-themed memorabilia, among them collectibles and toys, glowing key chains, souvenirs as well as apparels and accessories. Some of the exclusive apparels feature

Hong Kong's postcard-perfect scenery or **Stark Expo** themes.

In the **Expo Shop**, Iron Man fans get to try on Iron Man's armor suit in the interactive game **Become Iron Man at The Stark Expo**. Through interactive motion-sensing technology, guests can experience the various functions of the armor and feel what it is like to be a super hero as they fight the forces of evil while zipping through streets that closely resemble Hong Kong. Guests can also take home a memento package featuring a digital photo collage of their Become Iron Man adventure, as well as a digital download of an approximately 35-second video of their transformation.

The park and hotel restaurants have prepared more than 25 Iron Man-themed food and beverage choices to refuel during the intense **Iron Man Experience**. Among the delectable choices are an Iron Man Waffle, Iron Man stein, Iron Man desserts at Chef Mickey Buffet and Iron Man beverages served at the resort hotels.

At the **Iron Man Tech Showcase presented by Stark Industries**, guests will find various Iron Man armor suits. Iron Man will also make his first appearance at Hong Kong Disneyland to meet and interact with guests.

"Anybody who visits a Disney park loves color and spectacle and excitement and adventure, and that's all that Iron Man is," said **Stan Lee, Chairman Emeritus, Marvel Entertainment, LLC and Co-Creator of Iron Man**.

Look out for sneak preview opportunity!

Guests may chance upon an opportunity of a sneak preview, when the **Iron Man Experience Sneak Peek** is held from December 23, 2016 to January 8, 2017. Starting from December 23, 2016*, guests staying at the resort's two hotels will receive a Priority Admission Pass** of **Iron Man Experience** to shorten the wait for their turn on the Marvel-themed ride.

*excluding Jan 9 and Jan 10

**Priority Admission Pass will be given according to the number of guests in each room with a maximum of four passes per room, subject to availability.

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About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and nationalities. In the magical kingdom theme park — filled with your favorite Disney stories and characters — explore seven diverse lands that are home to award-winning, first-of-a-kind attractions and entertainment. Complete your adventure with stays at the resort's luxurious Disney hotels. The magic doesn't end at our doorstep; as a dedicated member of the local

community that cares deeply about societal well-being, Hong Kong Disneyland spreads its magic through community services programs that help families in need, boost creativity among children and youth, encourage the protection of the environment and inspire healthier living.

For information on attractions and vacations at Hong Kong Disneyland Resort, visit hongkongdisneyland.com or call (852) 3550-3388.

New mobile app gives latest updates



A new mobile app is ready for guests to keep them posted on all the excitement at Hong Kong Disneyland, from opening hours to entertainment schedules. Use the GPS-enabled map to find your way around the park, or make reservations for park restaurants with one-tap calling. Make every moment count when you can now see the wait times for each attraction.

Download the Hong Kong Disneyland mobile app for free:

iOS users: <https://itunes.apple.com/app/id1077550649>

Android users: <https://goo.gl/ZbHHbP>

For our media website, visit hongkongdisneyland.com/news. New users may login with the following details and register for a personal account:

Username: disney

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About AIA Hong Kong and AIA Macau

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited. AIA Group Limited established its operations in Hong Kong in 1931. We have over 12,000 financial planners*, as well as an extensive network of brokerage and bancassurance partners who serve more than 1.8 million customers*. Our products range from individual life, group life, accident, medical and health, personal lines insurance to investment-linked products with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high net worth customers.

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