



For immediate release

Madame Tussauds Hong Kong Pays Tribute to Leslie Cheung – Five Years On

HONG KONG (March 28, 2008) The Madame Tussauds Hong Kong tradition of remembering Leslie Cheung will continue this year as the attraction pays special tribute to the super star on the fifth anniversary of his passing.

A rare video, featuring footage of Leslie's devoted fans will share the stage with Leslie's remarkable wax figure, a site which has become an unofficial memorial for loyal Leslie fans in Hong Kong. The video has been kindly donated by Red Mission, Leslie Cheung's Fan Club and will be available for viewing from March 29 until April 6, 2008.

Red Mission members wanting to pay their respects to Leslie at Madame Tussauds Hong Kong will receive a special discounted admission rate. Ticket holders to the concert "Miss You Much Leslie" Concert (繼續寵愛音樂會) are also entitled to the special rate.

Upon presentation of a valid Red Mission membership card, or Miss You Much ticket stub, guests visiting the attraction from March 29 to April 30, 2008 can purchase an adult ticket for just HK\$75.



About Madame Tussauds Hong Kong

Madame Tussauds Hong Kong is a unique celebrity-inspired attraction that connects guests with famous people, famous events and famous times. Featuring five themed areas, Madame Tussauds Hong Kong provides guests with the opportunity to meet their idols and do the things that famous people do!

The attraction features over 100 local and international celebrity wax figures with exciting audiovisual effects and interactive experiences to create truly magical moments for all guests.

Originally opened in August 2000, Madame Tussauds Hong Kong is the first permanent Madame Tussauds in Asia and is one of seven Madame Tussauds that are located in London, New York, Las Vegas, Amsterdam, Shanghai and Washington D.C.

Madame Tussauds Hong Kong welcomes guests from 10am to 10pm daily. For ticket enquiries, please call (852) 2849 6966 or visit www.madame-tussauds.com.hk.

About Merlin Entertainments Group

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 number two visitor attraction operator, Merlin aims to deliver memorable and rewarding experiences to its 30 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,000 employees.

Bigger than Universal and second only to Disney, Merlin Entertainments brings together LEGOLAND, Madame Tussauds, British Airways London Eye, SEA LIFE, Gardaland, Dungeons – as well as national brands such as Alton Towers, Thorpe Park, Warwick Castle, Heide Park and Chessington World of Adventures: all brands which are distinctive, challenging and innovative – and which have great potential for growth in the future.

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