

FOR IMMEDIATE RELEASE



## AVATAR: EXPLORE PANDORA WELCOMES GUESTS IN CHENGDU

Immersive Exhibition Inspired by James Cameron's Global Blockbuster, AVATAR



**Chengdu, China —April 30, 2021 —** AVATAR: EXPLORE PANDORA a state-of-the-art touring exhibition that is based on the global blockbuster, AVATAR, will make its national premiere in Spring Garden Wonderland, Chengdu, China on May 1, 2021, Cityneon Holdings along with Spring Garden Wonderland announced today.

Cityneon Holdings has worked in close collaboration with Disney Location-Based Experiences as well as James Cameron and Jon Landau's Lightstorm Entertainment on this exciting venture. In this 2,000m<sup>2</sup> entertainment and educational experience, guests of all ages will be able to experience the fascinating wonders of Pandora, the epic film's distant moon. Through captivating environments and immersive, multi-sensory stations, guests will discover alien flora and fauna, navigate science and technology with the most powerful exploration entity in the galaxy, the Resources Development Administration, and uncover the captivating culture of the indigenous people of Pandora, the Na'vi. As fans anticipate future AVATAR sequels, this engaging experience will reacquaint guests with the science and wonder of Pandora – right here on Earth.

Ms. Lin Ying, Chairman of Spring Garden Wonderland, said: "AVATAR is a milestone in movie history and AVATAR: EXPLORE PANDORA is a new addition to that history. We're thrilled to debut this immersive experience to the people in Chengdu and Sichuan province."

Mr. Ron Tan, Executive Chairman & Chief Executive Officer of Cityneon Holdings, said: "As a global experience entertainment leader, Cityneon Holdings is excited to have collaborated on presenting AVATAR: EXPLORE PANDORA. We look forward to guests experiencing an immersive and authentic depiction of the wonders of Pandora from James Cameron's remarkable film AVATAR."

Lightstorm Entertainment’s President of Franchise Development, Ms. Kathy Franklin, added: “The opening of AVATAR: EXPLORE PANDORA in Chengdu is just the beginning of our exciting new relationship with Cityneon Holdings for this global touring exhibition. Following the successful re-release of AVATAR in China, we are glad to have this opportunity to continue expanding its reach and impact around the world.”

Featuring captivating settings such as the Hallelujah Mountains and Tree of Souls, as well as life-sized recreations of creatures including the Banshee, Direhorse, and Viperwolf, guests at AVATAR: EXPLORE PANDORA will be able to experience the science and wonder of Pandora firsthand. The dynamic guest experience will allow visitors to:

- Enter an exhibition curated by the Resources Development Administration where they will leave the 21<sup>st</sup> century behind and step into the 22<sup>nd</sup> century world of AVATAR
- Learn about space travel and the history behind the discovery of Pandora in the Alpha Centauri solar system
- Explore recreations of Pandora’s most compelling environments, showcasing its unique plants and animals and what they can teach us about our own planet
- Engage in interactive activities based on the culture, language and music of the Na’vi, the nine-foot-plus-tall humanoids who are the indigenous people of Pandora
- Experience the jewel-like glow of Pandora’s bioluminescent plants and animals
- Interact with banshees, learn to operate an AMP suit, and picture themselves as part of the wonders of Pandora



AVATAR: EXPLORE PANDORA expects to welcome guests of all ages to enjoy a captivating and immersive new experience.

Exhibition Date: May 1, 2021 - December 31, 2021

Operation Time: 10:00 -18:00

Exhibition Address: Spring Garden Wonderland, No. 1999, Shuyuan Avenue, Pidun District, Chengdu, Sichuan, China



Scan the official QR Code to purchase tickets online.

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### **ABOUT SPRING GARDEN WONDERLAND**

Spring Garden Wonderland, an integrated operating service provider of modern flower industry. Starting from the flower shop in 1998, we are building a flower industry park more than 329.47 acres, including the whole industry. We created a kind of service system, including flower industrial park investment, market operation management, garden & horticulture landscape engineering, flower terminal marketing, flower culture & tourism operation as well as modern flower trade, etc.

### **ABOUT CITYNEON HOLDINGS**

With its global reach and international partnerships, Cityneon has the capability to serve its clients anywhere in the world. Cityneon was listed on the Mainboard of the Singapore Stock Exchange since 2005, and was privatized on February 2019 by West Knighton Limited, a company wholly owned by Cityneon's Executive Chairman and Group CEO, Ron Tan, together with Hong Kong veteran entrepreneur and investor, Johnson Ko Chun Shun. Johnson is a capital markets veteran and has held controlling interests and directorships in many listed companies. In May 2019, Cityneon welcomed CITIC Capital as a new shareholder, who holds approximately 9% shares in Cityneon. CITIC Capital is part of CITIC Group, one of China's largest conglomerates, and has over US\$29B of assets under its management across 100 funds and investment products globally. Other institutional shareholders of the Group include EDBI - a Singapore government-linked global investor, and Pavilion Capital - a Singapore-based investment institution which focuses on private equity investments, that made strategic investments to the Group in August and October 2019 respectively. In April 2021, Cityneon welcomed new investors Seatown Holdings International, Qatar's Doha Venture Capital, which will now own approximately 4% of the Group, and other financial institutions and family offices in Singapore and China, joining the already strong stable of shareholders to support the Group's further expansion globally. For more information, please visit [www.cityneongroup.com](http://www.cityneongroup.com).

### **ABOUT VICTORY HILL EXHIBITIONS**

Victory Hill Exhibitions is a subsidiary of Cityneon Holdings, and is an exhibition production company which strives to create interactive exhibits that attract visitors and have educational value. With 25 years of experience and cooperation with pioneers in technology from around the world, VHE is able to create astounding interactive experiences, and can adapt based on our clients' needs to satisfy each and every unique need.