



THE ADVENTURE CONTINUES...
**THE WIZARDING WORLD OF HARRY POTTER – DIAGON ALLEY NOW OPEN
AT UNIVERSAL ORLANDO RESORT**

The Most Spectacularly-Themed, Highly-Anticipated Theme Park Experience of the Year Rolls Out the Red Carpet to Officially Welcome its First Guests

Additional Grand Opening photos are available for download here:
<https://universalorlandoresort.sharefile.com/d/sa6ea46ade74495ca>

ORLANDO, Fla. (July 8, 2014) – It's the day millions of people around the world have been waiting for...

This morning, Universal Orlando Resort officially opened The WIZARDING WORLD OF Harry Potter – Diagon Alley at Universal Studios Florida. Confetti, fireworks and a red carpet lined with dozens of cheering Diagon Alley team members welcomed thousands of excited guests as they entered the all-new spectacularly-themed land for the very first time.

The WIZARDING WORLD OF Harry Potter – Diagon Alley brings even more of Harry Potter's adventures to life at Universal Orlando Resort. This fully-immersive area expands upon the global phenomenon launched by Universal Orlando when it opened The WIZARDING WORLD OF Harry Potter – Hogsmeade at Islands of Adventure in 2010.

The WIZARDING WORLD OF Harry Potter - Diagon Alley is filled with incredible entertainment experiences for the whole family. You arrive aboard the Hogwarts Express, which takes guests on a journey between the two lands of The WIZARDING WORLD OF Harry Potter, and are transported into a spectacularly themed environment. The new area includes incredible shops with windows full of magical surprises, authentic food and beverages, a towering dragon that breathes fire and Harry Potter and the Escape from Gringotts, a new attraction unlike any other that takes you on a mind-blowing ride through the Gringotts vaults – pulling you into an incredible adventure.

More details about The WIZARDING WORLD OF Harry Potter – Diagon Alley and available vacation packages can be found at www.UniversalOrlando.com/wizardingworld.

About the Harry Potter Series

Harry Potter continues to be a global phenomenon. Each of the seven books by author J.K. Rowling has broken sales records, with the series to date having sold over 450 million copies worldwide and translated into 77 languages. The Harry Potter films, produced by Warner Bros. Pictures, have grossed more than \$7.7 billion to date worldwide at the box office, making Harry Potter the largest-grossing film franchise in history.

About Universal Orlando Resort

Vacation like you mean it at Universal Orlando Resort – where every heart pounding, jaw-dropping, goose-bumping second counts. It is the only place where you can turn spending time *with* your family into spending time *as* a family. Together, you can soar above Hogwarts with Harry Potter, swing above the streets with Spider-Man, become a Minion in the hilarious and heartwarming Despicable Me Minion Mayhem ride, and join Optimus Prime in the fight to save mankind on the new mega-attraction, TRANSFORMERS: The Ride – 3D. And now, you can step into The WIZARDING WORLD OF Harry Potter – Diagon Alley.

Universal Orlando Resort is home to two incredible theme parks: Universal Studios Florida and Universal's Islands of Adventure; four magnificently themed on-site hotels: Loews Portofino Bay Hotel, Hard Rock Hotel, Loews Royal Pacific Resort and the newest addition, Universal's Cabana Bay Beach Resort; and Universal CityWalk - a

nighttime entertainment complex featuring a collection of nightclubs, restaurants and shops. And located just minutes from Universal Orlando Resort is Wet n' Wild, Orlando's premier waterpark.

Universal Orlando Resort is part of NBCUniversal, a Comcast company. Follow Universal Orlando Resort on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

About Warner Bros. Entertainment

Warner Bros. Entertainment is a global leader in all forms of entertainment and their related businesses across all current and emerging media and platforms. A Time Warner Company, the fully integrated, broad-based studio is home to one of the most successful collections of brands in the world and stands at the forefront of every aspect of the entertainment industry from feature film, television and home entertainment production and worldwide distribution to DVD, digital distribution, animation, comic books, video games, product and brand licensing, international cinemas and broadcasting.

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