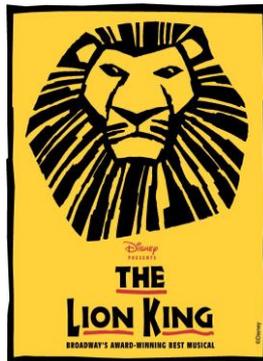


# Press Release



FOR IMMEDIATE RELEASE



## Disney's The Lion King sells over 100,000 tickets since opening in March

*Due to overwhelming demand, additional tickets go on sale for the Award-Winning Broadway Musical at the Sands Theater*

**SINGAPORE (11 April, 2011)** – After selling over 100,000 tickets for **THE LION KING's** Asian debut at the Sands Theater at Marina Bay Sands, Disney Theatrical Productions in association with BASE Entertainment and Marina Bay Sands have announced the release of additional tickets for the award-winning musical. Due to overwhelming demand, tickets for an additional two months will go on sale for the Singapore season of **THE LION KING** from today, Monday, 11 April.

**THE LION KING** opened with a spectacular red carpet event on 10<sup>th</sup> March to rave reviews. Audiences were wowed not only by the sheer talent of the international cast but also by the beautiful set designs and the innovative costumes.

Mr. George Tanasijevich, Interim Chief Executive Officer for Marina Bay Sands and Managing Director of Global Development for Las Vegas Sands Corp., said, "We are simply overwhelmed by the support shown for this spectacular musical in these opening weeks. From the moment audiences step inside the Sands Theater, they are immersed in a stunning world brought to life by the talented cast and crew of this award-winning musical. We are excited about providing an opportunity for all fans from Singapore and from around the world to experience this magnificent performance for as long as possible."

Milan Rokic, Vice President and Managing Director of BASE Entertainment Asia said, "Singapore audiences have been treated to unbelievable performances by a select cast



from around the world and the Sands Theater has been playing at 90% capacity for the last four weeks - so they love The Lion King! We have been overwhelmed by the initial public response since tickets first went on sale and as a result also increased the Platinum seating in the stalls area due to increased demand by corporate groups. This new release of performances will give people another chance to snap up some much sought-after Platinum and A reserve seats."

In Singapore, **THE LION KING** plays Tuesday to Sunday evenings at 8pm and Saturday and Sunday matinees at 2pm. Tickets are available at the Sands Theater Box Office or SISTIC outlets by calling +65 6348 5555 or via the Internet at [www.thelionking.com.sg](http://www.thelionking.com.sg). Ticket prices for the engagement starts from \$65. Platinum packages, which include prime seat locations, a souvenir gift, \$10 merchandise voucher and a drink, are also available.

Singapore is the latest leading city to host **THE LION KING** after sell out performances in New York, London, Hamburg, a North American tour, Tokyo and Las Vegas. The musical is of the same Broadway-quality standards, spectacular music, dance, sets and costumes that have made it a worldwide phenomenon, however, it has also added some local elements to make this production unique to Singapore.

**THE LION KING** began as a 1994 animated feature-length film developed and produced by the Walt Disney Company. The story, a coming of age parable set among animals indigenous to its setting, the African savanna, tells the tale of Simba, the lion cub who rises to be the King of the jungle.

**THE LION KING**'s presenting sponsor is OCBC Bank, while MediaCorp TV 5 is the Official TV Station, Class 95 is the official radio station and Showbiz Asia is the official packaging partner; Singapore Airlines is the official airline, and it's proudly supported by the Singapore Tourism Board.

### TICKETING INFORMATION

Day/Times	PLATINUM	A Reserve	B Reserve	C Reserve	D Reserve	E Reserve
Tues – Fri: 8pm Sat - Sun: 2pm & 8pm	\$240	\$185	\$165	\$125	\$85	\$65

- *Booking Fee of SGD\$3 applies per ticket*

#### Group Rates:

Groups of 20+           8% discount  
 Groups of 100+       10% discount  
 Groups of 500+       15% discount

Tickets are available at any Marina Bay Sands Box Offices, by calling +65 66 88 88 26, via the Internet at [www.marinabaysands.com/TheLionKing](http://www.marinabaysands.com/TheLionKing) or at any SISTIC sales channel.



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### **ABOUT THE LION KING**

As it begins its 14<sup>th</sup> year **THE LION KING** remains ascendant, continuing to reign as a cultural phenomenon and one of the most popular stage musicals in the world. Since its 1997 Broadway premiere, 17 global productions have been seen by more than 54 million people, and grossed over \$4.2 billion to date. Produced by Disney Theatrical Productions (under the direction of Thomas Schumacher), **THE LION KING** is the eighth longest-running musical in Broadway history and one of only five productions in theatre history to play for ten years or more, both on Broadway and in the West End. Translated into five different languages (Japanese, German, Korean, French, Dutch), the show has been performed in 13 different countries on five continents. **THE LION KING** can currently be seen on Broadway (its flagship production), on stages across North America, and in Las Vegas, London's West End, Hamburg and Tokyo.

### **ABOUT MARINA BAY SANDS**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment acts and will include our resident performance, "**THE LION KING**". Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com).

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### **ABOUT BASE ENTERTAINMENT**

BASE Entertainment specializes in the development, production, programming and management of live entertainment properties and theatre operations. BASE develops, produces and manages intellectual properties which reach audiences through various platforms, including live, digital, broadcast and licensing. BASE Entertainment founders include Brian Becker and Scott Zeiger, who have 45 years combined experience in the live entertainment industry. The company has offices in Singapore, New York, Las Vegas, and Houston.

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