



UNIVERSAL ORLANDO RESORT’S NEW “U SELECT” TICKET PROGRAM BRINGS SIMPLICITY AND VALUE TO BUYING THEME PARK TICKETS

Consumers Get Value-Driven Choices Built Around Multi-Day Experiences And More Value Per-Day

Prices as Low as \$25 Per-Day

ORLANDO, Fla. (January 11, 2010) – Universal Orlando Resort has created a new way to buy theme park tickets that offers simple choices and flexibility – along with value that dramatically increases with each day of admission.

The new program, called “U Select,” gives consumers the power to buy only what they want – without paying for options they don’t need. Consumers decide how many days they want to spend at Universal Orlando and whether they want to visit more than one park on a single day – and then pay just for that experience.

The new program keeps the gate price of a one-day/one-park ticket at \$79. But there are new tickets for two-, three-, and four-day experiences as well as a 7-day experience – with online discounts available. Base tickets are good for one theme park per-day. Same-day multi-park experiences can be added with a “park-to-park” option. And in each case, the more days you buy, the less you pay per day.

“U Select” Online Pricing (Adult)			
Base Ticket		Upgrade to Park to Park	with Park to Park
Ultimate Choice (7 Day)	\$159.99	+ \$10	\$169.99
4 Day	\$134.99	+ \$10	\$144.99
3 Day	\$124.99	+ \$15	\$139.99
2 Day	\$109.99	+ \$25	\$134.99
1 Day	\$79.00	+ \$30	\$109.00

As always, Universal Orlando continues to offer package experiences that combine theme park tickets with accommodations – currently with prices less than \$39 per-day/per-person.

Buy Three Nights, Get Two More Nights FREE Vacation Package	
Details	<ul style="list-style-type: none"> • Purchase three nights at a hotel near Universal and receive two additional nights free • Multi-day admission to Universal Studios and Islands of Adventure theme parks • Upgrade to one of Universal Orlando’s on-site hotels – Loews Royal Pacific Resort, Hard Rock Hotel and Loews Portofino Bay Hotel – and receive complimentary Universal Express access on select rides and attractions
Value	<ul style="list-style-type: none"> • Starts from \$754 for a family of four (at a hotel near Universal) • Less than \$39 per person, per day
Travel Window	<ul style="list-style-type: none"> • Must book by March 31 and travel before May 27, 2010

(more)

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The new program is based on extensive consumer research. Consumers told Universal that because of the number of experiences across both its theme parks, they wanted a ticket program that gives them the ability to customize a three- or four-day experience.

“We’ve created an entirely new way to experience Universal Orlando that gives guests more value with each day they spend with us,” said Bill Davis, president of Universal Orlando Resort. “Our new program comes just in time for The Wizarding World of Harry Potter. It will be the theme park event of a lifetime, and we are giving guests the flexibility to experience it the way they want to – at better values every day.”

Information on “U Select” and all of Universal Orlando’s travel packages is available at www.universalorlando.com.

Universal Orlando Resort

There are many ways to enjoy your Orlando vacation – but there is only one Universal Orlando Resort. It is a completely separate destination featuring two theme parks, three magnificently themed on-site hotels and a nighttime entertainment complex. It’s the only Orlando destination where you are not just entertained – you are part of the most exhilarating entertainment ever created. You can soar above Hogwarts with Harry Potter, swing above the streets with Spider-Man, battle aliens alongside Agent J, help Shrek save Princess Fiona and create mischief with Bart Simpson.

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