

Press release



ANGRY BIRDS ADVENTURE GOLF COURSE PREPARES TO TEE OFF AT INTU METROCENTRE

Prepare to swing into action when a huge 36 hole indoor golf course opens at intu Metrocentre on Monday 14 October.

A world first, the 18,000 sq ft site will stretch across the upper and lower mall levels at the Gateshead shopping centre and will be reached through the dining quarter in the Qube zone.

You will come in at Upper Mall level which will house reception and the first two holes where you tee off into either Bird Island or Pig City. Then you will be sling shot downstairs to play your remaining 17 holes. You will be able to satisfy your appetite or quench your thirst on either level, with offers such as Costa Coffee, Angry Bird inspired food.

This will be the first Angry Birds Adventure Golf experience of its kind in the world, coming 10 years after the Angry Birds app first burst into the gaming scene, pitting a cast of battling birds led by Red against their enemies, the pigs.

And now players will be able to take them on through Adventure Golf form!

The Angry Birds Adventure Golf Course is being delivered by the UK's leading Designer and builder of such venues, HM Adventure Golf.

In the last 6 years, HM Adventure Golf have completed more than 50 courses across the UK & Europe. Their designers, builders and artists have worked together to create wonderful environments for entertaining children and adults alike and use expertise gained across The Retail & Leisure sector including Film/TV and Theme Park installations. Their team who have been together for a number of years have invested over 25,000 hours to produce this absorbing experience and make this mini golf course just like being in the movie and putting around with Red and his gang!

To quote one of the HM Adventure Golf artists;

“Every course offers unique challenges but this has been the most fun we’ve had building an adventure golf course!

“We’re very proud of the results which we think are truly spectacular. We can’t wait to see how the North East public react when it’s open!”

Metrocentre operators intu have signed up the new golf adventure in a deal with NAMCO UK Ltd who have a license agreement with Rovio Entertainment, hot on the heels of thrilling new Clip n Climb [operated by NUK] attraction at intu Metrocentre.

With an investment from NUK of £1.5M, Angry Birds Adventure Golf has a capacity of up to 180 at any one time, and will create up to 35 new jobs.

Philip Milward, commercial director at Namco, said:

“This will be the UK’s first Angry Birds Adventure Golf and there’s no better place to launch such a fun and entertaining experience than at one of the country’s most successful shopping centres.”

Kate Grant, regional managing *director* at intu said:

“Angry Birds Adventure Golf is going to provide a thoroughly entertaining and completely new leisure experience for the centre’s 20 million annual footfall alongside its great mix of retail and dining.

“intu Metrocentre is one of the largest and most popular retail destinations in the UK so we know that an attraction like this will thrive here.”

Namco UK Ltd have plans for a series of similar sites based on the globally popular Angry Birds franchise over the next three years.

Ticket prices start at £8.95 per person for 18 holes of golf, with special deals and discounts available for families and groups.

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NOTES TO EDITORS

About Namco UK Limited

Namco UK Limited is part of \$60 billion entertainment company, Bandai Namco. Under the Namco Funscape brand, Namco UK Limited operates a number of highly successful, multi-leisure family entertainment centres at high profile venues across the UK, including the Trafford Centre in Manchester, The Metrocentre in Gateshead and County Hall in London.

Each venue offers a mix of ten-pin bowling, amusement arcades, sports bars with large screen TVs, dodgems, diners, pool halls/lounges, children's soft play areas and Costa Coffee bars. Based in Richmond, London, Namco UK Limited employs 440 staff and currently supplies over 1,500 amusement machines across the UK.

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About intu

intu owns and manages many of the best shopping centres, in many of the strongest locations, in the UK and Spain.

Our UK portfolio is made up of 17 centres, including eight of the top-20, and in Spain we own three of the country's top-10 centres.

We are passionate about creating compelling experiences, in centre and online, that make our customers smile and help our retailers flourish.

We attract over 400 million customer visits and over 25 million website visits a year offering a multichannel approach that truly supports retail strategies. In 2017, we launched the UK's first tailor-made promotional services model to help brands as they look to optimise their portfolio or expand their UK coverage.

Our strategic focus on prime, high-footfall flagship destinations, combined with the strength and popularity of our brand, means that intu offers enhanced footfall, dwell time and loyalty. This helps our retailers flourish, driving occupancy and income growth.

We are committed to our local communities, with our centres supporting over 120,000 jobs (representing about 3 per cent of the total UK retail workforce), and to operating with environmental responsibility. We have already met or exceeded a significant number of our 2020 environmental targets.

