



## PRESS RELEASE

### **THE UK READIES ITSELF FOR A WELCOMED ASTÉRIX INVASION**

***Europe's Beloved Astérix the Gaul will be brought to life as hero of SEE Touring Attractions 2012 European tour***

FRANKFURT, GERMANY – October 12, 2011 – The world's favourite, feisty hero, Astérix, will be joined by friends and foes for a first-of-its kind European touring attraction, it was announced today.

Revealed at the Frankfurt Book Fair, the long-awaited tour will bring the iconic characters to cities across Europe.

SEE Touring Attractions, the entertainment innovators behind sell-out attractions such as Star Trek and Titanic, know Astérix will delight fans of all ages.

"Fans will be in for a treat," said SEE Touring Attractions CEO Martin Biallas. "It's going to be different from anything Astérix fans have ever experienced - an immersive, entertaining odyssey that will match the Gaul's energy and humour."

The Astérix Tour, which will open in Autumn 2012, will visit major cities throughout Europe over five years, including Germany, France, Spain, Belgium, the Netherlands and the UK, causing the kind of stir you'd expect whenever Astérix, Obélix and their friends descend.

Les Éditions Albert René welcomed the upcoming tour as a way to engage new fans and thrill existing enthusiasts. "SEE Touring Attractions will be creating an engaging, fun-packed event to allow those with a passion for Astérix to fulfill a dream of getting close with their beloved Gaul."

In the new immersive touring exhibition, visitors will enter the incredible world of Astérix and his loyal companions Obélix and Dogmatix on a fun two-hour journey exploring new countries and cultures.

Memorable moments and characters from all 34 books will be recreated within interactive activities, which will combine state-of-the-art technology, physical challenges and face-to-face fun with the characters from 50 B.C. Gaul.

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Activities for visitors being planned as part of attraction include:

- Exploring the village with Astérix and Obélix
- Scaling the Alps, using the latest rock climbing technology
- Soaring across ancient Gaul and Rome in a high tech simulation and 4D effects theatre
- Making your way through the unpredictable pyramids of Egypt
- Playing with lots of Obélix's gooey cheese
- Setting sail with the Pirates
- Having your picture taken with Asterix, Obélix and on Cleopatra's throne
- And, of course, battling the Romans

More information will be revealed on the tour's website [asterix-tour.com](http://asterix-tour.com) in the coming months, including tour dates and ticket sales.

Astérix and his loyal companion Obélix first appeared in print in October 1959, the invention of Rene Goscinny and Albert Uderzo. Astérix and Obélix's adventures fighting the Romans have since been translated into more than 100 languages.

#### **About the SEE Family of Companies**

SEE has been in the business of themed entertainment for over a decade. For SEE, this is a process of utilizing known entertainment titles and franchises in new and innovative ways to increase brand awareness and create lucrative additional revenue streams for licensors and project investors. SEE has worked with some of the most iconic names in show business, including Star Trek and Titanic. SEE Touring Attractions, Inc. has received numerous awards for excellence in touring attractions and other themed entertainment projects.

SEE Games, LLC is one of the newest members of the Los Angeles-based SEE family of companies. A natural extension of the company's core licensing business, SEE Games and its affiliated and related companies bring the world of themed entertainment online. SEE Virtual World MJ, LLC is the publisher behind the highly anticipated Planet Michael™, a first-of-its-kind interactive gaming and social experience celebrating Michael Jackson's legacy. SEE Virtual World 1, LLC will be publishing an interactive Universal Monsters™ and Van Helsing themed video game and SEE Games will publishing browser based games based on Asterix and Obelix, Men in Black , Total Recall (2012), WaterWorld and War of the Worlds (2005).

For more information on the SEE family of companies and its products, please visit <http://www.seeglobalentertainment.com>

#### **About les Editions Albert René**

Les Éditions Albert René created by Albert Uderzo in 1979 owns all the rights on the Asterix Universe, and has a three-fold mission:

- Publishing the Asterix the Gaul albums created by Albert Uderzo since 1980 and re-publishing other series created with René Goscinny, such as Jehan Pistolet and Oumpah-Pah.
- Initiating new projects: films and animations, local and international shows.
- Managing the international rights of the Asterix universe by granting licenses for tie-in products and for promotional purposes, including those for the leisure park "Parc ASTERIX" near Paris.

For more information on Les Editions Albert René and Asterix, please visit <http://www.asterix.com>

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