



**TWENTIETH CENTURY FOX CONSUMER PRODUCTS AND
STAGE ENTERTAINMENT TOURING PRODUCTIONS PARTNER TO LAUNCH
*ICE AGE LIVE! A MAMMOTH ADVENTURE***

**Original Live Stage Spectacular Combining Exceptional Ice Skating, Aerial Arts, Puppetry and Film To
Debut In 2012 With Rollout In More Than 30 Countries**

Century City, Calif./Amsterdam (December 1, 2011) – It's the dawn of a new age as Twentieth Century Fox Consumer Products and Stage Entertainment Touring Productions today announce the launch of *Ice Age Live! A Mammoth Adventure*, a completely original live entertainment spectacular. The first show of its kind to combine exceptional ice skating, aerial arts, puppetry and film, *Ice Age Live! A Mammoth Adventure* will take audiences on an awe-inspiring journey with a new story based on the first three films from one of the top-grossing international animated film franchises of all time. The production is slated to premiere early November 2012 at the Wembley Arena in London and continue on a global, five-year tour visiting more than 30 countries around the world.

Ice Age Live! A Mammoth Adventure is being produced and directed by some of the biggest names in live entertainment through Stage Entertainment Touring Productions. The show will be directed by the brilliant mind behind the Cirque du Soleil productions, *Ka* and *Dralion*, Guy Caron, while story, music and lyrics will be created by Ella Louise Allaire and Martin Lord Ferguson (Cirque du Soleil, *Holiday on Ice* and *APM Music*). Costume design will be headed by Michael Curry (Cirque du Soleil, *Walt Disney, Olympics*).

"This is a big step in the development of our company and perfectly fits our ambition to produce the best arena shows for a worldwide audience, working with the most professional partners. We are very excited about this project," said Caspar Gerwe, CEO of Stage Entertainment Touring Productions.

Robert Marick, Executive Vice President of Fox Consumer Products added, "Stage Entertainment is raising the bar in terms of licensed live productions and their expertise on the world stage is the perfect fit for this international blockbuster. Its creation furthers our commitment to bringing the very best in live entertainment to fans and we couldn't think of a better partner to blaze this new frontier with than Stage Entertainment."

"We are very thrilled to work with such a strong creative team to ensure top class family entertainment in arenas around the world," said Henk Kivits, CEO of Stage Entertainment.

Jeffrey Godsick, President of Fox Consumer Products added, "*Ice Age Live! A Mammoth Adventure* is going to be a truly groundbreaking, live entertainment experience that will amaze and delight not just fans of the *Ice Age* franchise, but anyone seeking a truly unique live stage show."

Joop van den Ende, President and Founder of Stage Entertainment commented, "I am very proud to be associated with Twentieth Century Fox. We are delighted to bring the famous Ice Age characters to life."

With more than \$4 billion in box office, home entertainment and consumer products sales, Ice Age is one of the world's most successful animated franchises. This announcement of *Ice Age Live! A Mammoth Adventure* comes at a booming time for the franchise with the debut of the first Ice Age television holiday special, *Ice Age: A Mammoth Christmas*, and the fourth installment of the film series, *Ice Age: Continental Drift*, in theaters in 3D July 2012. The film features a returning cast voiced by Ray Romano, John Leguizamo, Denis Leary, Seann William Scott, and Queen Latifah along with new characters voiced by Jennifer Lopez, Wanda Sykes, Keke Palmer, Aziz Ansari and Drake, among others.

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Note for the editors:

About Twentieth Century Fox Consumer Products:

A recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of prime time entertainment programming to the broadcast networks.

About Stage Entertainment Touring Productions:

Stage Entertainment Touring Productions was founded in 2011 as a new division of Stage Entertainment BV - Europe's leading live entertainment company; a producer and promoter of commercial theatre and spectacles in Europe's largest markets. The division finds its backbone in Holiday on Ice. With this long-lasting experience in internationally touring productions through Europe's largest arena's, Stage Entertainment Touring Productions has found itself a sound basis to roll out the ambition of becoming Europe's leading promoter and producer of arena touring, family live-entertainment. In 2011-2012 Stage Entertainment Touring Productions tour and promote the gala show Best of Musicals in Germany, Cabaret in France and in 2012-2013 Mamma Mia! the musical in France. Holiday on Ice continues to produce and tour record breaking ice shows, including Tropicana, Festival and the brand new show Speed. Holiday on Ice has been at the forefront of live entertainment since its debut in 1943, and is the most successful and popular live entertainment company with more than 325 million visitors over the years. Holiday on Ice has been bringing high-quality international entertainment to audiences in over 620 different cities in 80 countries around the world.

About Stage Entertainment:

Stage Entertainment, Europe's leading live entertainment production company, was founded by Joop van den Ende in 1998 and now employs around 4,000 people worldwide in offices in the Netherlands, Germany, Spain, France, UK, the United States, Russia and Italy. In recent years it has cooperated with international partners to produce and tour the world's biggest musical theatre titles including with Disney Theatrical Productions (Tarzan, The Lion King, Aida, Beauty and the Beast, High School Musical), Littlestar (MAMMA MIA!), Andrew Lloyd Webber/Really Useful Group (Cats, Phantom of the Opera, Jesus Christ Superstar, Evita, Joseph), Cameron Mackintosh (Oliver, Miss Saigon and Les Misérables), Jacobsen Entertainment (Dirty Dancing) and Vereinigte Bühne Wien (Roman Polanski's Tanz der Vampire, Elisabeth, Rebecca). The company also develops and produces its own original work, such as Sister Act, Ich war noch Niemals in New York, Ciske de Rat, Petticoat, Ich will Spass!, Rocky and Der Schuh des Manitu. More than 14 million people visit Stage Entertainment's shows each year.

Web addresses:

www.stage-entertainment.com

www.stagetouring.com

www.holidayonice.com

Biographies:

Creative team: www.stagetouring.com/shows.htm

Joop van den Ende: http://stage-entertainment.com/companies_biography_joop-van-den-ende.htm

Henk Kivits: http://stage-entertainment.com/companies_biography-henk-kivits.htm

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