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GEODELIC INTRODUCES CUTTING EDGE IPHONE AND ANDROID 'APP' TO GIVE GUESTS FREE REAL-TIME ATTRACTION INFO AT UNIVERSAL STUDIOS HOLLYWOOD'SSM HALLOWEEN HORROR NIGHTS EVENT

Universal City, California,— Universal Studios HollywoodSM is partnering with Geodelic to introduce a free mobile onsite application for the theme park's "Halloween Horror Nights" event, enabling iPhone and Android mobile device users to obtain park attraction directions and minute-by-minute updates and tips, including wait times and show schedules.

Designed to enhance the "Halloween Horror Nights" experience by creating an interactive snapshot of the overall event, the iPhone and Android application will provide guests with continuously updated and relevant information during their onsite visit. Access to wait times and locations of mazes, scare zone, shows, attractions and restaurants will be easily accessible from anywhere within the theme park throughout the 16-night run of "Halloween Horror Nights."

"While a traditional website gives a brand marketing reach to users at home, our onsite publishing platform allows businesses and destinations such as Universal Studios to push information that is immediately relevant to customers at their own location," said Rahul Sonnad, CEO of Geodelic Systems. "Universal is clearly leading the way on mobile technology with this ground-breaking experience, and will provide a showcase for others in the travel, hospitality, and entertainment industries."

To download the application, consumers can access www.geodelic.com/hhn or search "Horror Nights" at the iPhone App Store. There is no charge for the download.

"Halloween Horror Nights" 2009 is all-new at Universal Studios Hollywood. The movie-based horror attractions include, "Saw: Game Over," a "live" maze experience based on the "Saw" film franchise, per an agreement among Universal Studios Theme Parks, Lionsgate and Twisted Pictures. The interactive maze, "Halloween: The Life and Crimes of Michael Myers," will be the first attraction based upon the "Halloween" films to be created by a U.S. theme park. The "live" multi-sensory horror experience, "My Bloody



Valentine: Be Mine 4 Ever,” will be based on the 2009 hit movie. “Chucky’s Fun House,” will be a fresh, flesh-and-blood incarnation of one of Universal’s most iconic horror franchises, and a more intense, interactive horror experience will be realized on the new “Terror Tram: Live or Die” walk-through attraction on the historic Universal backlot.

New shows include a live stage production of the “Rocky Horror Picture Show: A Tribute,” based on the cult film phenomenon and an all-new “Bill and Ted’s Excellent Halloween Adventure” as well as six all new “scare zones.”

Updates on “Halloween Horror Nights” are available on Twitter and Facebook, as Creative Director John Murdy reveals a running chronicle of exclusive information. Fans are invited to follow John Murdy on Twitter at: [Twitter.com/HorrorNights](https://twitter.com/HorrorNights) or via Facebook at: “Halloween Horror Nights - Hollywood (Official).”

Universal Studios Hollywood’s favorite thrill-ride attractions, which will also remain open for “Halloween Horror Nights,” many with menacing twists, will include “The Simpsons Ride®,” “Revenge of the MummySM – The Ride” and “Jurassic Park® In the Dark.”

“Halloween Horror Nights” will continue on consecutive weekends and selected weekday nights beginning on Friday, October 2 through Halloween, Saturday, October 31. Event dates are: October 9-11, 15-18, 23-25, 28-31. The event will begin nightly at 7:00 p.m.; closing hours vary by night throughout the event. Tickets and information are available at www.halloweenhorrorights.com/hollywood.

About Geodelic: Geodelic lets consumers discover the information most relevant to them, based on their current location and interests. Geodelic effortlessly assembles information from a variety of sources, without the need to search, and then filters based on specific location, relevance, and a user’s interests to generate personalized results. The Geodelic platform and elegant interface makes the location-based mobile experience relevant, useful, and exciting. For businesses, Geodelic provides a simple yet sophisticated framework for communicating with customers while they are at or near their location through the new generation of mobile devices. By allowing businesses to extend their web site with an on-location mobile experience, Geodelic empowers companies with an easy system to provide informational, navigational, and promotional content in a seamless blend. Geodelic is based in Santa Monica and was founded in early 2008, by Rahul Sonnad, who previously founded and led the Platform, a leading Internet video publishing system, which was acquired by Comcast in 2006.

[Universal Studios Hollywood](http://www.universalstudioshollywood.com), the Entertainment Capital of L.A., is a unit of Universal Parks & Resorts, a division of NBC Universal. NBC Universal is one of the world’s leading media and entertainment companies in the development, production, marketing of entertainment, news, and information to a global audience. Formed in May of 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80% owned by General Electric, with 20% controlled by Vivendi.



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Universal Studios Hollywood Media Website:

<http://media.universalstudioshollywood.com>

Use the link below to view and download screenshots of the HHN Geodelic application on an iPhone:

<http://sites.google.com/a/geodelic.net/geodelic-public/public-1/universalstudioshalloweenhorrorightsapp>