



**And the winner is.... Salman Khan!
Bollywood star to be immortalised in
Madame Tussauds London after winning poll**

October 24th – Madame Tussauds London is delighted to announce that Bollywood star Salman Khan will be immortalised in wax after winning the world famous attraction's public poll by a landslide.

Khan, soon to appear in Sony Pictures' major new Bollywood movie Saawariya, at cinemas nationwide from November 9, beat nine other Indian mega stars including Madhuri Dixit and Abhishek Bachchan in the poll conducted by Madame Tussauds this summer alongside Brit Asian entertainment magazine Ikonz.

Salman has agreed to sit for Madame Tussauds sculptors in his hometown of Mumbai. He will be the attraction's fourth Bollywood figure, joining fellow Indian A-listers Shah Rukh Khan, whose figure was launched earlier this year, Amitabh Bachchan and Aishwarya Rai. The figure will be officially unveiled early 2008; a final date is yet to be confirmed.

According to Ben Lovett, PR Manager for Madame Tussauds: 'Over 10,000 fans and visitors voted in our poll, and we're over the moon that Salman Khan is the winner. The Asian market is critical to our attraction and our association with Bollywood, particularly the launch of Shah Rukh Khan earlier this year, has seen a dramatic increase in the number of Asians, from both the UK and abroad, visiting and enjoying Madame Tussauds. We hope to build upon this exciting relationship with the unveiling of Salman.'

Salman Khan commented: 'I am touched and honoured that my fans have chosen me to appear in Madame Tussauds and hope that the figure will bring much

enjoyment to Bollywood followers the world over. I very much look forward to visiting in the future and coming face to face with my likeness.'

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For further information or for images please contact:

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Notes to Editor:

- Salman Khan appears soon in Sony Pictures' timeless story of young star-crossed lovers, *Saawariya*, released at UK cinemas nationwide on November 9th 2007. Khan, directed by Sanjay Leela Bhansali, stars alongside Rani Mukerji, Ranbir Kapoor and Sonam Kapoor. www.saawariya.co.uk ©2007 Sony Pictures Releasing International. All Rights Reserved.
- Salman Khan has appeared in over 55 Bollywood films since his 1988 debut, and recently appeared in his first Hollywood film, *Marigold: An Adventure In India*, released August 2007. Considered to be Bollywood's most eligible bachelor, he has had leading roles in some of Bollywood's biggest hits, such as *Saajan* (1991), *Hum Aapke* (1994), and *No Entry* (2005).
- Khan is one the most critically acclaimed actors in India. He has been nominated for nine Filmfare Awards to date, winning Best Debut Actor in 1990 and Best Supporting Actor in 1999. He has also been nominated for two Star Screen Awards and three Zee Cine Awards. He won the 2002 Bollywood Movie Award for Most Sensational Actor, and in 2007 was awarded the Rajiv Gandhi Award, for Outstanding Achievement In Entertainment.
- The poll to choose the next Bollywood Star was conducted for Madame Tussauds in August 2007. Over 10,000 votes were received, with Salman the clear winner. Ranking as follows:

1. Salman Khan
2. Madhuri Dixit
3. Hrithik Roshan
4. Rani Mukerji
- 5/6. Karan Johar/Kajol
7. Lata Mangeshkar
8. Abhishek Bachchan
9. Priyanka Chopra
10. John Abraham

- Prices to Madame Tussauds are from £16 for adults and £11 for children (5-15 inclusive). Pre-book queue-free tickets on 0870 400 3000 or at www.madame-tussauds.co.uk. Online savings available.
- Madame Tussauds Studios London has been making wax figures for over 150 years. Each masterpiece takes four months, and a team of 20 dedicated sculptors, to create. Over 500 precise body measurements are referenced, real head hairs are inserted one by one, and countless layers of paints and tints are applied to build up skin tones - all to achieve the kind of astonishing realism that has kept Madame Tussauds world renowned for over two centuries.
- Madame Tussauds has attractions in London, New York, Las Vegas, Amsterdam, Hong Kong and Shanghai with interactive figures and experiences built around fame and celebrity. In London, guests can get up, close and personal with incredibly lifelike replicas of 21st century stars like Kate Moss, Johnny Depp and Kylie Minogue, brave the scariest Chamber Of Horrors yet, complete with actors as bloodthirsty serial killers, take a time-travelling taxi ride through 400 years of amazing London history, and soak up the iconic Stardome, featuring out-of-this world 360-degree animation by Oscar-winning movie-makers Aardman.
- Merlin Entertainments Group is the leading name in location based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. The world's No 2 visitor attraction operator, Merlin aims to deliver memorable and rewarding experiences to its 30 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13000 employees.

Bigger than Universal and second only to Disney, Merlin Entertainments brings together LEGOLAND, Madame Tussauds, British Airways London Eye, SEA LIFE, Gardaland, Dungeons – as well as national brands such as Alton Towers, Thorpe Park, Warwick Castle, Heide Park and Chessington World of Adventures. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future.