



## NEWS RELEASE

### UNIVERSAL PARTNERSHIPS & LICENSING SIGNS DUTCH PINBALL BV AS GLOBAL LICENSEE FOR *THE BIG LEBOWSKI*<sup>TM</sup> PINBALL MACHINE

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**REUVER, THE NETHERLANDS, December 27, 2013** — Dutch Pinball BV announced today that they will partner with Universal Partnerships & Licensing (UP&L) as the exclusive licensee for the global production of *The Big Lebowski*<sup>TM</sup> Pinball Machine. The announcement was made by Dutch Pinball President Jaap Nauta.

*The Big Lebowski*<sup>TM</sup>, which was initially released in 1998, has become a cult classic, elevating The Dude to cultural icon status. With stunning visuals, in-depth rules, full stereo sound and classic film clips, Dutch Pinball's *The Big Lebowski*<sup>TM</sup> Pinball Machine brings players directly in The Dude's world.

"*The Big Lebowski*<sup>TM</sup> Pinball gives Pinheads and Achievers an unprecedented opportunity to experience the film first-hand by immersing them in the storyline and allowing them to interact with the classic characters we all love," said Barry Driessen, Creative Director and Chief Designer of Dutch Pinball. "As tremendous fans of the movie, we are all thrilled to have received this license from Universal so we can finally bring *The Dude* where he belongs, to the playfield."

Preorders for *The Big Lebowski*<sup>TM</sup> Pinball Machine are now available on [www.thebiglebowskiinball.com](http://www.thebiglebowskiinball.com).

### **About Dutch Pinball**

Dutch Pinball's global headquarters is in Reuver, The Netherlands. By bringing together a team of creative, expert and fun-loving pinheads, it has quickly established itself as an innovator in developing and delivering players ground-breaking, and fully immersive pinball experiences through state-of-the-art interactivity, exciting and in-depth rules, and most importantly, engaging storytelling.

### **About Universal Partnerships & Licensing**

Universal Partnerships & Licensing (UP&L) oversees Universal's consumer product licensing, film and home entertainment promotions, and all corporate alliances for Universal's theatrical, home entertainment, theme parks and stage productions. This dedicated division is also responsible for monetizing the Studio's vast library of films and characters through licensing, branding and marketing opportunities. UP&L is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

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