



Lee Penn Lanselle

EDUCATION

Master of Business Administration
Financial Policy and Control

Ross School of Business
University of Michigan
Ann Arbor, Michigan

Bachelor of Arts
Japanese Studies-Economics
Yale College, Yale University
New Haven, Connecticut

PROFESSIONAL EXPERIENCE

2008-present
Principal & Co-founder
Entertainment Development Group, Inc. (EDG)
North Hollywood, California

2004-present
Managing Director
AsiaParks Partners, Ltd.
Shanghai, People's Republic of China

2001-2004
Consultant/Sole Proprietor
Lee Penn Lanselle
Glendale, California

1991-2001
Director, Various Park & Resort Projects
Walt Disney Parks & Resorts
Glendale, California

1987-1991
Secrétaire Général
(vice president, external relations)
Euro Disneyland, S.A.
Paris and Marne-la-Vallée, France

1985-1987
Director, Business Affairs
Disneyland International
Anaheim, California

1982-1985
Director, Business & Legal Affairs
Manager, Project Development & Administration
Walt Disney Attractions Japan, Ltd.
Urayasu, Japan

1979-1982
Manager, Project Development & Administration
Walt Disney Imagineering
Glendale, California

Lee Lanselle is an expert in the business of theme parks, resorts and themed entertainment with nearly thirty years of experience in planning, executing and implementing projects and operations. In January 2008 Mr. Lanselle co-founded EDG.

Prior to EDG, TZG Partners of Shanghai asked Mr. Lanselle to establish AsiaParks Partners (Hong Kong) Limited to offer management services to public and private owners, developers and operators of theme parks and resorts, focusing on Greater China. Previously Mr. Lanselle was an independent consultant. Since 2001 he has been responsible for client projects in China, Japan, Korea, Malaysia, Taiwan, the United Arab Emirates and the USA.

From 1979 to 2001 Mr. Lanselle was a central figure in the planning and implementation of Disney's international theme park and resort projects in Japan (Tokyo Disneyland park and subsequent expansion to Tokyo Disney Resort), France (Disneyland Paris resort) and Hong Kong (Hong Kong Disneyland resort).

Mr. Lanselle's responsibilities for Hong Kong Disneyland began in July 1999 when he joined the Disney legal team to support preparation of Hong Kong Disneyland development, license and management agreements. After those agreements were executed, he managed corporate affairs of the Hong Kong companies established for this joint venture with the Government, ensuring compliance with the agreements and standards of corporate governance. Mr. Lanselle drafted major sections of the information memorandum for commercial loans to finance the development of the resort. He oversaw the structuring of the pre-opening organization and the definition of operations planning tasks. He left Disney in September 2001.

From 1995 to 1999, Mr. Lanselle served as Disney's project manager for the Disney Ambassador Hotel, the Disney Resort Line monorail and two facilities in the "Ikspiari" retail and dining complex. From 1991 to 1995, he was on the team that laid the groundwork for Disney's business arrangements with Oriental Land for expansion of the Tokyo Disney Resort from one Tokyo Disneyland theme park (and five official hotels) to an urban destination resort by adding the Tokyo Disney theme park, two Disney-branded hotels and a monorail system.

From 1985 to 1991, Mr. Lanselle was an executive on Disney's second international venture, Euro Disneyland (now known as Disneyland Paris). He was a member of the Disney working group sent to France and Spain in early 2005 to pursue negotiations, and the core team that negotiated the business arrangements for the Disneyland Paris project. He relocated to Paris in 1986, and in 1987 was named 'secrétaire général' to manage Disney's relations with French governmental parties and local communities. His understanding of the business framework enabled Mr. Lanselle to play a central role as integrator of newly-hired European management into the Disney team. He worked with a legal and financial task force to establish the entity structure and requisite shareholder, management and license agreements for all resort elements. He authored and edited major sections of offering documents for project financing of and equity in Euro Disney S.C.A. He was 'président' (chairman) of Euro Disneyland S.N.C., the financing company for the Disneyland Paris theme park under sale-and-leaseback arrangements. He initiated negotiations with the SNCF (French national railway corporation) for a TGV (high-speed rail) station and service to the resort.

From 1982 to 1985, Mr. Lanselle lived in Tokyo. During the construction of Tokyo Disneyland park, he managed sponsorship development as well as the installation and opening of three major film-based attractions. After the park's opening in 1983, he was named Director-Business & Legal Affairs, protecting Disney's rights in Japan and solving operational issues as a member of the expatriate liaison team.

Mr. Lanselle began his themed entertainment industry career with Disney in November 1979 as Assistant Project Manager-Tokyo Disneyland at Walt Disney Imagineering. Mr. Lanselle's initial responsibility at Disney was to address the policies, procedures and activities of Disney's first international project.

Memberships & Affiliations

International Association of Amusement Parks & Attractions (IAAPA), 2005 – present

Long Beach Qingdao Association, 2003 – present

Fulbright Association, 1995 – present

Yale Alumni Schools Committee, 1998 – present

Other Qualifications

Dual Citizen: United States of America; Republic of France

Languages: English – native speaker of American English; French – fluent; Japanese – conversational

Awards

Fulbright English Fellow, **Toyama Prefectural Board of Education**, Toyama, Japan, 1975-1976

Lectures & Presentations

Guest Speaker, courses on globalization, cross-cultural issues and adaptation, **Annenberg Center for Communication, University of Southern California**, Los Angeles, CA, 2003 to present

Speaker and Panelist, “Doing Business in China,” **IAAPA Asian Expo**, Singapore, July 2004

Select Project Experience

Entertainment, Resort, Tourism, and Theme Park

Dubailand Parks & Resorts

Dubai, UAE

Estimated Total Investment: US\$7 billion

Advice to Tatweer Dubai LLC for master planning and implementation of a destination resort complex to include six major licensed theme parks, resort hotels, entertainment retail, staff housing and support facilities.

Iskandar Malaysia Integrated Destination Resort

Johor Bahru, Malaysia

Master development plan and business strategy for a 1,000-ha tourism resort located in Johor State, Malaysia, across the Straits from Singapore.

E-Da World Theme Park

Kaohsiung, Taiwan

Advisor to owner / developer; design review and operations planning services.

East Busan Tourism Complex

Busan, Korea

Advisor to Somerston Korea for theme park definition and licensing.

MGM Studio Theme Park / Studio City

Korea

Advisor to MGM Studios for project definition and negotiations with Korean licensee.

Golden Lighthouse Resort

Qinhuangdao, China

Master development plan and business strategy for a coastal tourism resort to be located on the coast in Qinhuangdao, Hebei Province, China, to serve the Beijing, Tianjin, Shenyang and greater Bohai markets.

Zhongguancun International Mall

Changping County, Beijing, China

Entertainment programming, development and business strategy for entertainment elements in major regional mall.

China Market Entry

Advisor to US-based manufacturer of animatronics figures; surveyed Japan, Korea and China markets to identify opportunities. Facilitated finalization of contract for first sale of American-made equipment to a PRC client for three exhibits in Shanghai Science & Technology Museum. Established contact with local subcontractors for production, assembly and installation support.

China Entry and Development Strategy

Japan & Korea

Advisor to group with a presence in Japan and Korea regarding alternative approaches to entering the China theme park market.

Indoor Themed Entertainment Project

Tokyo area, Japan

Advisor to Japanese corporation studying alternative approaches to developing a site in Tokyo.

Hong Kong Disneyland Resort

Hong Kong SAR, China

Member of Disney Legal team for the preparation, negotiation and execution of development, license and management agreements. Managed corporate affairs of the Hong Kong companies established for this joint venture with the HKSAR Government, ensuring compliance with agreements and standards of corporate governance. Drafted major sections of the information memorandum for commercial loans. Structured pre-opening and post-opening operations organizations. Defined operations planning tasks.

Tokyo Disney Resort

Urayasu City, Chiba, Japan

- **Tokyo Disney Resort District** - Member of Disney corporate & operations teams for the definition and negotiation of an agreement granting the right to the Tokyo Disney Resort name, and the terms & conditions for its use, in order to establish an overall resort identity.
- **Ikspiari Entertainment Retail Complex** - Project and design management, representing Disney's interests.
- **Disney Resort Line Monorail System** - Project and design management, representing licensor's interests. Resolution of issues related to design, operations and pricing.
- **Disney Ambassador Hotel** - Project and design management, representing Disney's interests.
- **Tokyo DisneySea Theme Park and Hotel MiraCosta** - Member of core that developed the "Tokyo DisneySea" concept, representing the operations viewpoint. Brainstorming of ideas that led to identification of seminal attraction and ports o'call (land) themes.

Tokyo Disneyland Theme Park

Project management, including media development for three major film-based attractions.

Established the language policy (for English and Japanese) that has served as the basis for language usage in all Disney international theme parks. Defined other policies, procedures and activities for this project, the first Disney international theme park venture. Developed procedures for storage, packing and transfer of US-produced items sold to Oriental Land for installation in Japan. Managed sponsorship aspects of design for graphics, exhibits, pre-shows and lounges. Established the Business & Legal Affairs function post-opening as representative of the US Corporate legal department, protecting Disney's rights in Japan and solving operational issues as a member of the expatriate liaison team.

Disneyland Paris Resort

Marne-la-Vallée, France

Member of core team that negotiated business arrangements for Euro Disneyland (now known as Disneyland Paris) project. Managed Disney's relations with French governmental parties and local communities. Integrated newly-hired European management into the Disney team. Worked with legal and financial task force to establish the entity structure and requisite shareholder, management and license agreements for all resort elements. Authored and edited major sections of offering documents for project financing of and equity in Euro Disney S.C.A. 'Président' (chairman) of Euro Disneyland S.N.C., the financing company for the Disneyland Paris theme park under sale-and-leaseback arrangements. Initiated negotiations with the SNCF (French national railway corporation) for TGV (high-speed rail) station and service to the resort.

Euro Disneyland Resort Initiative

Member of team that analyzed alternative sites for a Disney destination resort throughout Europe and negotiated government incentives and other terms and conditions for potential sites in Spain and France.