



FOR IMMEDIATE RELEASE

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LEGOLAND® California Honors Heroic Fire Relief Efforts

Family Theme Park Offers Free Admission to Fire and Law Enforcement Personnel and Families

CARLSBAD, Calif. (Nov. 9, 2007) – LEGOLAND® California announced today an offer to show appreciation to all fire and law enforcement personnel who battled the devastating wildfires that recently ravaged through Southern California.

“LEGOLAND California’s Heroic Thanks” begins the day of the annual LEGO® tree lighting ceremony, Nov. 26, 2007 and runs until Dec. 25, 2007. All active fire and law enforcement personnel with valid identification and up to three immediate family members can enjoy a complimentary fun-filled day at the 128-acre family theme park in Carlsbad, California.

“Weeks ago, LEGOLAND California wanted to make a difference in our community by donating LEGO toy product to the Salvation Army along with complimentary tickets to the Park for the many families who were displaced by the fires in San Diego County,” says President and General Manager John Jakobsen. “Now we feel the best way for us to give back to the thousands of men and women who spent many hours fighting the fires is to give them an opportunity to spend time with their families here at LEGOLAND California.”

“LEGOLAND California’s Heroic Thanks” is offered every day the Park is open Nov. 26 through Dec. 25, 2007. Tickets may be distributed only at LEGOLAND ticket booths. Fire and law enforcement personnel must be present in order to receive the complimentary tickets and show valid fire and law enforcement identification with photo. “LEGOLAND California’s Heroic Thanks” theme park tickets must be used the same day they are issued and will only be honored once during the designated time frame.

Information regarding “LEGOLAND California’s Heroic Thanks” is available at www.LEGOLAND.com/HeroesWanted .

On the evening “LEGOLAND California’s Heroic Thanks” kicks off, Nov. 26, local firefighters will join actress, comedienne and best-selling author, Jenny McCarthy, at LEGOLAND California’s fifth annual LEGO Tree Lighting Ceremony dedicated to autism awareness.

More information can be found at www.LEGOLAND.com or by calling (760) 918-LEGO.

LEGOLAND® California is a 128-acre interactive theme park dedicated to families with children between the ages of 2 and 12. With more than 50 rides, shows and attractions, LEGOLAND is geared towards family fun! There are three other LEGOLAND Parks in the world – LEGOLAND Billund in Denmark, LEGOLAND Deutschland near Günzburg, Germany and LEGOLAND Windsor outside of London. The LEGOLAND theme parks are a part of Merlin Entertainments Group, the second largest attractions operator in the world. Merlin Entertainments is the leading name in location based, branded, family entertainment and currently owns more than 50 attractions worldwide serving more than 30 million visitors. For the most current information, log on to www.LEGOLAND.com or call (760) 918-LEGO.

