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LEGOLAND® California reports record-breaking business results for 2006
Plans for largest Miniland expansion unveiled

CARLSBAD, Calif. (Jan. 25, 2007) – After setting the highest attendance record ever seen at any LEGOLAND park, LEGOLAND® California is planning to continue its success with the addition of two new attractions in 2007, announced today at a business news conference. The details for *Miniland Las Vegas* were revealed along with plans to expand the popular Pirate Shores area with the addition of a new ride, *Captain Cranky’s Challenge*.

2006 marked the biggest expansion ever for LEGOLAND California, when Merlin Entertainments, the Park’s parent company, invested \$10 million dollars into the new area Pirate Shores featuring interactive water play activities and rides as well as the fun-filled 4-D movie, “Spellbreaker.” Merlin Entertainments acquired all four LEGOLAND Parks in 2005 and has since become the largest attractions operator in Europe and ranks sixth worldwide with 37 attractions.

“The area was very well received. A record setting guest satisfaction of more than 97 percent helped the Park achieve summer and fall attendance 20 percent higher than the previous year,” said John Jakobsen, president and general manager for LEGOLAND California. “Based on the success of Pirate Shores, the Park exceeded 1.65 million visitors last year which is a new attendance record for any LEGOLAND Park in one year.”

Jakobsen also announced today that an additional \$3 million dollars is going to be invested into LEGOLAND California in 2007, beginning with *Miniland Las Vegas*. The architectural landmark is built out of more than two-million LEGO® bricks and represents more than sixteen-thousand hours of creative artistry. *Miniland Las Vegas* features the world-famous Strip including the Luxor Las Vegas, New York, New York Hotel and Casino, Excalibur, Mirage, Treasure Island, Tropicana, MGM Grand, Venetian, Stratosphere tower and two iconic structures of Paris Las Vegas, the balloon sign and Eiffel Tower. “The Strip” at LEGOLAND also features a miniature wedding chapel, monorails and real life sounds recorded in Las Vegas.

“Miniland is the heart of LEGOLAND California where kids and their families can see the ultimate possibilities of what can be created with LEGO elements. As a visually stunning United States landmark, Las Vegas will be a shining example of creativity and imagination,” said Jakobsen. “Las Vegas is recognizable around the world and we are excited to give our family visitors the chance to experience the city in a kid-friendly environment.”

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Pirate Shores is also expanding with *Captain Cranky's Challenge*. The newest addition to the pirate-themed area dares guests to test their sea worthiness as they sway back and forth on a pirate ship that sits on a "U-shaped" track and rotates in two directions. *Captain Cranky's Challenge* is the fifth attraction to be added in Pirate Shores and joins the signature attraction Splash Battle, the water-play areas Soak-N-Sail and Swabbies Deck, and a mini-flume log ride, Treasure Falls.

Thirteen new attractions have been added to LEGOLAND California in the last three years and 2007 will see the biggest Miniland expansion in the Park's eight-year history. With the opening of *Miniland Las Vegas* on March 29, 2007, and *Captain Cranky's Challenge* in May of 2007, LEGOLAND is continuing to position itself as the preferred attraction choice for families with children.

LEGOLAND® California is a 128-acre interactive theme park dedicated to families with children between the ages of two and 12. Just like with LEGO® play materials, kids are the ones who create the action at the Park. They drive, pedal, squirt, climb, jump, stomp, slide, steer, pull, click, push, gallop, laugh, build and program their way through more than 50 rides, shows and attractions. There are three other LEGOLAND Parks in the world – LEGOLAND Billund in Denmark, LEGOLAND Windsor outside of London and LEGOLAND Deutschland near Günzburg, Germany. The LEGOLAND theme parks are a part of Merlin Entertainments Group. For the most current information, log on to www.LEGOLAND.com or call (760) 918-LEGO.

