

For Immediate Release

Contact: Julie Estrada (760) 918-5377
news@LEGOLAND.com

LEGOLAND® CALIFORNIA CHOOSES FOUR MODEL BUILDER SEARCH FINALISTS FROM LOS ANGELES

All four will head to the family theme park in May for final build-off competition

SAN DIEGO, CA (Feb. 28, 2006) – Four finalists were chosen today at The Art Institute of California – Los Angeles in the nationwide search for the next LEGOLAND® California Model Builder. Mikhail Blokh from Los Angeles, CA, Gabriel Castorena from Pico Rivera, CA, Hanif Payandeh from Glendale, CA, and Joseph Petkoff from Riverside, CA have advanced to the final build-off at the San Diego theme park May 23, 2006. They are vying for only one open position on the LEGOLAND Model Builder team. The next job search stop is The Art Institute of California – San Francisco on Thursday, March 9.

Applicants were given a bucket to fill with 10-pounds of assorted LEGO® play materials of their choice and had just one hour to create a pirate-themed model in honor of the Park's newest attraction, Pirate Shores, opening this summer. Blokh, Castorena, Payandeh and Petkoff were chosen based on their ability to design and create lifelike models in 3-D using only standard LEGO elements. The current team of Model Builders at LEGOLAND California design, build and maintain the more than 15,000 LEGO models that make LEGOLAND California a one-of-a-kind vacation destination.

There are a mere 20 Model Builders at all four LEGOLAND Parks. Five of them work at LEGOLAND California. Coming from various backgrounds and skills, they all have two things in common: They use every ounce of creativity in their daily work and they're passionate about it.

Today's event was the second of seven stops throughout the United States. The tour continues to San Francisco, Phoenix, New York, Dallas and Chicago. Applicants interested in the job of a lifetime or following the progress of the Model Builder Search, log onto www.LEGOLANDModelBuilder.com.

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.

The Art Institutes system of 32 education institutions located throughout North America, provides an important source of design, media arts, fashion and culinary arts professionals. The parent company of The Art Institutes, Education Management Corporation (www.edmc.com) is among the largest providers of private post-secondary education in North America, based on student enrollment and revenue. Student enrollment exceeded 72,000 as of fall 2005. EDMC has 72 primary campus locations in 24 states and two Canadian provinces. EDMC's education institutions offer a broad range of academic programs concentrated in the media arts, design, fashion, culinary arts, behavioral sciences, health sciences, education, information technology and business fields, culminating in the award of associates through doctoral degrees. EDMC has provided career-oriented education for more than 40 years. For more information visit The Art Institutes website at www.artinstitutes.edu/legoland.

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