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**A NEW STAR WASHES ASHORE IN CARLSBAD**  
*SEA LIFE LEGOLAND<sup>®</sup> California Resort Provides Unique Aquarium Experience*

**CARLSBAD, Calif.** – The world’s largest aquarium brand is coming for the first time to North America...it was announced at a news conference today that SEA LIFE LEGOLAND<sup>®</sup> California Resort is opening its doors in Carlsbad adjacent to LEGOLAND<sup>®</sup> California in July 2008.

More than a standard aquarium, SEA LIFE provides an educational and interactive dynamic unlike any other. The SEA LIFE experience focuses on a child’s voyage to the depths of the oceans, presenting the wonders of the underwater world to them in a way specially designed for their understanding. Featuring play zones, fun facts and quiz trails, SEA LIFE is designed to be a child’s guide to the life of the sea. Adults and kids alike will marvel at the majesty and creativity of the unique atmosphere.

“What LEGOLAND California has brought to theme parks in the United States, SEA LIFE LEGOLAND California Resort will bring to aquariums,” says John Jakobsen, president and general manager. “SEA LIFE is 100 percent aimed at inspiring and captivating children on an intimate level that can’t be found anywhere else.”

The SEA LIFE voyage begins high in the fresh waters of the Sierra Nevada Mountains, continuing on to the San Francisco Bay and finally journeying to the depths of the Pacific Ocean. On the way, families discover a lost ancient city and a sunken shipwreck. In line with the SEA LIFE philosophy, SEA LIFE LEGOLAND California Resort focuses on the creatures commonly found in local waters.

SEA LIFE features a seahorse kingdom where children get their first look at the mythical creatures, a bay of rays where they experience marine life up-close and a shoaling ring where they are surrounded 360 degrees by schools of shimmering fish. An interactive discovery zone offers young visitors the opportunity to interact with SEA LIFE experts, touch interesting creatures of the ocean in a tide pool and participate in building their own coral reef out of LEGO<sup>®</sup> brick.

“A SEA LIFE encounter is unique in the aquarium world. The immersive experience and close proximity to the marine animals allows children to see and even touch some of the animals that normally live out of sight beneath the waves of the world’s oceans,” says Rob Hicks, SEA LIFE senior marine biologist. “I believe that generating a fully themed experience in which the visitors can observe and interact with these animals is important to ensure a truly inspirational visit that will kick start a children’s desire to embrace and protect the marine environment.”

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A passionate conservationist and campaigner, SEA LIFE works to increase awareness of the importance of safeguarding the seas and their inhabitants. Children can learn about the SEA LIFE “Save Our Seas” (SOS) campaign which educates them on problems facing the world’s oceans and empowers them to do something to solve them. The SOS campaign is a growing force in marine conservation, research and rescue that has achieved great success across Europe.

SEA LIFE LEGOLAND California Resort will be the 29<sup>th</sup> SEA LIFE Center to open in the world. As of its opening in July 2008, SEA LIFE Centers around the world operate in nine countries on two continents, bringing visitors nose-to-nose with a wide range of sea creatures.

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