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LEGOLAND® California Awarded “Best Children’s Park” *Prestigious Poll Reveals the “Best of the Best” in the Amusement Industry*

CARLSBAD, Calif. (August 28, 2006) – Amusement park enthusiasts from around the world have voted LEGOLAND® California as the Best Children’s Park for the third year in a row. Amusement Today, a monthly trade newspaper, awarded the 128-acre family theme park in Carlsbad the esteemed Golden Ticket Award on Saturday, August 26, 2006, at a ceremony in Santa Claus, Indiana.

Introduced in 1998, the Golden Ticket Awards have steadily increased in popularity to become the most sought after award by amusement industry players. The recipients of these awards are chosen from an international poll conducted by industry experts at Amusement Today. Surveys were sent to a cross-section of educated and well-traveled amusement park aficionados. The popularity and relevance of the Golden Tickets are illustrated by their visibility in forums such as USA Today, the Travel Channel, the Discovery Channel and National Geographic Kids.

“We are only seven years old, but have added 12 new attractions in the last two-and-a-half years alone,” said President and General Manager of LEGOLAND, John Jakobsen. “We are continuing to find ways to create new and exciting experiences for our guests and we are honored to be recognized as the Best Children’s Park.”

In June 2006, LEGOLAND introduced Pirate Shores, the seventh block of attractions commemorating the Park’s seventh birthday. Pirate Shores includes all-new water attractions designed in the ever-popular pirate theme. The cornerstone of the new area is the water-play ride Splash Battle, featuring pirate ships that give children and their families the chance to cruise through pirate-infested waters equipped with their very own water cannons. Another attraction in the area, Soak-N-Sail, takes water play to a new level with gallons of water coursing through more than 60 interactive features. The play structure is modeled after a shipwrecked pirate vessel with a mast measuring 38 feet tall. Soak-N-Sail’s central feature is a giant bucket poised to pour more than 300 gallons of water on eager guests. Throughout Pirate Shores, detailed LEGO® models abound including a lively pirate band providing festive sea shanties, a group of renegade mice raiding provisions and a spectacular sinking galleon.

Also new at LEGOLAND in 2006 is the premiere of “Spellbreaker,” a 4-D movie telling classic tale of good versus evil set in medieval times. Audience members are treated to 13 minutes of amazement, as visual effects combine with snow, rain and wind to add the fourth dimension of fun.

LEGOLAND is geared towards families with children ages two through 12 with more than 50 rides, shows and attractions. There are only three other LEGOLAND parks in the world -- LEGOLAND Billund in Denmark, LEGOLAND Windsor outside of London and LEGOLAND Deutschland in Günzburg, Germany.

For the most current information, log on to www.LEGOLAND.com or call 760-918-LEGO. For a complete look at the Golden Ticket Award winners for 2006, challengers and complete survey results, visit www.amusementtoday.com.

LEGOLAND California is a 128-acre interactive theme park dedicated to families with children between the ages of 2 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, along with other attractions owned by The Blackstone Group. For the most current information, log on to www.LEGOLAND.com or call (760) 918-LEGO.

