



For Immediate Release

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THE FORCE RETURNS TO LEGOLAND® CALIFORNIA *30th Anniversary of the Star Wars™ Saga* *Celebrated at Family Theme Park*

CARLSBAD, Calif. (June 18, 2007) – In just a few weeks, in a galaxy very near by, LEGOLAND® California transforms into another planet for LEGO® *Star Wars* Weekend. The family theme park in Carlsbad plans out-of-this-world fun featuring a daily costume contest, a Park-wide Droid Hunt, LEGO *Star Wars* product demonstrations and other activities the whole family can enjoy.

The Park's LEGO Show Place features galactic excitement throughout the weekend. Young Jedi Knights can play the new LEGO *Star Wars* II: The Original Trilogy video game on a giant screen in the theater. This one-of-a-kind gaming opportunity pits players one-on-one in a fight for the Empire on a 38' x 20' screen. Fans also have the opportunity to be among the first to preview samples of the LEGO *Star Wars* Movie Making Contest, which builds on the popularity of previous short LEGO *Star Wars* films.

Whether they are on the dark side or the light side of the Force, guests are encouraged to dress as their favorite *Star Wars* character and participate in a daily costume contest. Prizes will be awarded in two categories; 13 and younger and 14 and older. Each prize worth more than \$500 and includes LEGO *Star Wars* merchandise, exclusive items from Lucasfilm Ltd. and LEGOLAND tickets.

Costumed characters from the 501st Legion: Vader's Fist will storm the Park all weekend long. The Legion is a *Star Wars* costuming club that celebrates the movies, especially the Stormtroopers, and performs community service. Fans also have the opportunity to pose with a life-size LEGO Chewbacca, Darth Vader, R2-D2 and C-3PO.

To add to the *Star Wars* celebration, LEGOLAND features a popular Droid Hunt for the first time. Guests of all ages can receive "droid badges" if they are among the first to stop by a specially marked table in the Beginning of the Park and learn a special droid quote from a *Star Wars* film. Throughout the day, the guest wearing droid badges will be "hunted" within the Park by members of the 501st Legion. Once a Droid is "captured", they must recite the quote to receive a raffle ticket for the hunt's grand prize.

Miniland USA will not be left out of the Rebel takeover: fans can search for never-before-produced, special-edition metallic gold C-3PO Minifigures pictured throughout the miniature LEGO scenes. Guests locating the correct number of figures will be entered into a contest to win their very own collectible metallic gold C-3PO. Only 10,000 of the gold droids were produced by LEGO world-wide and LEGOLAND will raffle off 30 of them in commemoration of the 30th anniversary.

The LEGO *Star Wars* Fan Gallery features amazing LEGO *Star Wars* creations built by local Adult Fans of LEGO club members. Also on display will be a LEGO *Star Wars* mosaic created at LEGOLAND California by the Park's Master Model Builders. Fans of the *Star Wars* product line will receive a sneak-preview of the *Millennium Falcon* retail set not available to the public until fall 2007. The *Millennium Falcon* set is an exclusive Ultimate Collector set and is the largest LEGO model ever made available to consumers.

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.

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