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## **LEGOLAND® California Again Awarded “Best Children’s Park”**

*Prestigious Poll Reveals Family Theme Park as “Best of the Best” in the Amusement Industry*

**CARLSBAD, Calif. (September 5, 2007)** – For the fourth year in a row, amusement park enthusiasts from around the world have voted LEGOLAND® California as the Best Children’s Park. Amusement Today, a monthly trade newspaper, awarded the 128-acre family theme park in Carlsbad the esteemed Golden Ticket Award on Wednesday, Sept. 5, 2007 at a ceremony at Dollywood in Pigeon Forge, Tennessee.

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 honored to be recognized as the Best Children’s Park for the fourth year in a row,” said President and General Manager of LEGOLAND, John Jakobsen. “With 15 new attractions opened in just the last three and a half years and an exciting new expansion next year, we are constantly striving for more ways to excite and delight our guests from around the world.”

In July 2005, all four LEGOLAND parks became part of Merlin Entertainments Group, the world’s second largest attraction operator with 51 attractions in 12 countries on three continents. Under this new direction, LEGOLAND California has the opportunity to become an even greater destination for family fun.

“LEGOLAND is the flagship brand within the Merlin Entertainments Group, offering unique interactive enjoyment for parents and children together. The California team has done an exceptional job in establishing the Park in the U.S. amongst formidable competition and they richly deserve this award. The challenge for them now will be whether they can win for that magic fifth year!” says Nick Varney, chief executive of Merlin Entertainments Group.

After nearly three years of planning and design, more than sixteen-thousand hours of creative artistry and more than two-million LEGO® bricks, LEGOLAND California’s unveiled its largest Miniland expansion ever in March 2007. 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.

Also new in 2007, Captain Cranky’s Challenge was added to the popular area, Pirate Shores. The new ride defies 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. This is the fifth attraction to be added to Pirate Shores and joins the signature attraction Splash Battle, water-play areas Soak-N-Sail and Swabbies Deck, and a mini-flume log ride, Treasure Falls. Additional transformations in Pirate Shores this summer included extra seating, more shade and locker facilities.

LEGOLAND is geared towards families with children ages two through 12 with more than 50 rides, shows and attractions. For the most current information, log on to [www.LEGOLAND.com](http://www.LEGOLAND.com) or call 760-918-LEGO. For a complete look at the Golden Ticket Award winners for 2007, challengers and complete survey results, visit [www.amusementtoday.com](http://www.amusementtoday.com).

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](http://www.LEGOLAND.com) or call (760) 918-LEGO.

Merlin Entertainments Group is the leading name in location based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. The world’s No 2 visitor attraction operator, Merlin aims to deliver memorable and rewarding experiences to its 30 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,000 employees. Bigger than Universal and second only to Disney, Merlin Entertainments brings together LEGOLAND, Madame Tussauds, British Airways London Eye, SEA LIFE, Gardaland, Dungeons – as well as national brands such as Alton Towers, Thorpe Park, Warwick Castle and Heide Park. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future.

