

For Immediate Release

Media Contact: Beth Downing
(760) 918-5379

LEGOLAND® CALIFORNIA RESORT ANNOUNCES PLAN FOR NEW HOTEL
Inaugural Step Taken Towards Nations first LEGOLAND-Themed Hotel

CARLSBAD, Calif. (Jan. 22, 2009) – In a unanimous vote last night, The City of Carlsbad Planning Commission approved LEGOLAND® California Resort's request for permission to build a hotel on Resort property. LEGOLAND California Resort, which is owned by Merlin Entertainments Group, currently encompasses two attraction properties – LEGOLAND® California, a 128-acre family theme park and SEA LIFE™, a two-story 36,000 square-foot interactive aquarium, both geared specifically for children ages 2 to 12.

“This is an exciting step in the planning process for the LEGOLAND Hotel,” said Peter Ronchetti, new General Manager of LEGOLAND California Resort. “While the opening of the hotel is not in the immediate future, we are looking forward to this new chapter in our development as we bring the LEGOLAND experience to the next level for our guests.”

The Resort's hotel proposal must still be approved by the Carlsbad City Council and the California Coastal Commission before ground can be broken on the hotel, which will be located to the right of LEGOLAND California's entrance in an area currently used for bus parking. The proposed hotel will be three stories with as many as 250 rooms upon completion. Construction will be done in two phases, with the first phase containing approximately 150 rooms.

Like LEGOLAND California and the SEA LIFE Aquarium, the hotel will be designed for families with young children and will feature rooms and suites themed after the most popular LEGOLAND areas. The LEGOLAND Hotel joins the Sheraton Carlsbad Resort and Spa and the Grand Pacific Palisades already on Resort property.

While this is the first LEGOLAND themed hotel in the United States, it is the second in the world. LEGOLAND Billund opened a 176-room LEGOLAND-themed hotel in 1991 and has become an integral part of the LEGOLAND experience there.

For more information on LEGOLAND California Resort, visit www.LEGOLAND.com or call 760-918-LEGO.

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 33 million visitors worldwide. For the most current information, log on to www.LEGOLAND.com or call (760) 918-LEGO.

More than a standard aquarium, SEA LIFE provides an educational and interactive dynamic unlike any other. The SEA LIFE experience incorporates LEGO models into 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 and interactive atmosphere. SEA LIFE Aquarium at LEGOLAND California Resort is the 29th SEA LIFE Center to open in the world. As of today, SEA LIFE Centers around the world operate in twelve countries on two continents, bringing visitors nose-to-nose with a wide range of sea creatures. For more information on SEA LIFE, visit www.sealifeus.com.

MERLIN ENTERTAINMENTS GROUP is the leading name in location based, family entertainment, which has seen the most successful and dynamic growth of any company in the sector over the last five years. The world's second largest visitor attraction operator, Merlin has 58 attractions and six hotels in 12 countries and across 3 continents. The company aims to deliver memorable and rewarding experiences to its 33 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,000 employees. Merlin Entertainments operates the following attractions - SEA LIFE, Madame Tussauds, LEGOLAND, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers, Warwick Castle, Thorpe Park, Chessington World of Adventures and Earth Explorer.

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