

THE SEARCH FOR THE FIFTH LEGOLAND® PARK IS ANNOUNCED
North American locations targeted for new LEGOLAND Park

CARLSBAD, Calif. (Jan. 19, 2006)– Amidst announcement of positive 2005 business results and 2006 expansions for LEGOLAND® California, ambitions for a fifth LEGOLAND® Park were unveiled at a news conference held on Jan. 19, 2006. North American locations are at the top of the list targeted for review with a goal to find the right location and partners to open a new LEGOLAND Park in the next three to five years.

2005 marked a year of transition for LEGOLAND Parks as a new ownership structure under Merlin Entertainments Group took effect after Blackstone purchased all four LEGOLAND Parks. After the LEGOLAND acquisition, Merlin Entertainments Group is now the second largest attractions operator in Europe and ranks ninth worldwide with a total of 12.2 million visitors to their 36 attractions in 2005.

“LEGOLAND Parks are a perfect fit with Merlin Entertainments Group with the same values of high quality, family focus, and emphasis on active and fun learning,” commented Nick Varney, CEO of Merlin Entertainments. “Part of Merlin’s intent in purchasing the four LEGOLAND Parks was to look for expansion opportunities. 2005 was the all-time best year on record for LEGOLAND Parks. We want to continue that success by expanding the popular brand of theme parks to a fifth LEGOLAND Park. Building upon the success of LEGOLAND California and the three parks in Europe, locations in North America are the focus of Merlin’s site selection. Locations in other parts of the world are also considered.”

While 35 of the 36 current Merlin attractions are located in Europe, LEGOLAND California offers a launching pad for expansion into the North American market. In addition to a full-scale family amusement park, Merlin Entertainments Group has announced plans to open smaller-scale LEGOLAND attractions as early as 2007 in Europe and 2008 in the United States.

LEGOLAND California plans to add a new pirate-themed block of attractions with five all-new water-based attractions in summer of 2006. Also new at LEGOLAND in 2006 is the premiere of a new 4-D movie titled “Spellbreaker”.

Merlin Entertainments Group ranks second in Europe and the ninth in the world in terms of attractions operators. With 36 attractions worldwide, Merlin Entertainments Group entertained 12.2 million guests across 10 countries in 2005. The company’s shareholders are Blackstone and the LEGO® Company. The groups holdings include LEGOLAND, Sea Life, Dungeon and Earth Explorer brands.

LEGOLAND® California is a 128-acre interactive theme park dedicated to families with children between the ages of two 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. For the most current information, log on to www.LEGOLAND.com or call (760) 918-LEGO.

