

For Immediate Release
Photos Available

Contact: Kelly Schwartz (760) 918-5379
kelly.schwartz@LEGOLAND.com

LEGOLAND® CALIFORNIA INVITES
LITTLE ONES TO “BRICK-OR-TREAT”

*Annual Tradition Presented by Union Bank of California Offers Families a
Fun and Safe Halloween Experience*

CARLSBAD, Calif. (October 4, 2006) – Celebrate Halloween at LEGOLAND® California by wearing your best costumes to the eighth annual Brick-or-Treat presented by Union Bank of California. The 128-acre family theme park in Carlsbad is looking forward to this year’s holiday lineup which includes a daily costume contest, safe trick-or-treating on a kid-sized Brick-or-Treat Trail and ghoulish entertainment with the Boo Crew that’s fun for the whole family during the weekends of Oct. 21, 22, 28, and 29, 2006.

Children 12 and under trick-or-treat with a LEGOLAND souvenir bag on the Park’s exclusive Brick-or-Treat Trail. Trick-or-treaters gather goodies including Wonka® candy, Upper Deck™ trading cards and other surprises. This kid-sized cul-de-sac features LEGO® themed treat stations and offers a safe and entertaining trick-or-treating experience with fun features and creatures along the way. Creeping their way back to LEGOLAND this year: A stilt-walking balloon artist named “Count Brick-u-la” and “Howlin’ Howlie” who will lead a Best Howler contest twice daily. Visit the LEGO witch, “Hubble Bubble,” for a chance to look inside her bubbling cauldron. Brave adventurers will walk away with a Halloween treat! “Jester Funny Bones” will also return as the jokester of Knights’ Kingdom and host of the daily costume contest.

The return of the much-anticipated costume contest gives children an opportunity to show off their imaginative and creative Halloween costumes each day of Brick-or-Treat. Children can enter one of five categories to show off their Boo-tiful costumes on the Captain’s Cove Stage. The categories include Most LEGO-themed, Spookiest, Most Imaginative, Funniest, and Best Pirate Theme with a sixth award for the “Best of the Best.” The Best Pirate category is new this year to celebrate the opening of Pirate Shores, the Park’s brand new, seventh area of attractions. A panel of judges select six prize winners each day during Brick-or-Treat.

As haunting festivities bring families together, guests enjoy many new and old favorite Halloween themed LEGO models throughout the park. Guests pose with a spooktacular six-foot wide LEGO pumpkin that stands four-foot high and weighs 350 pounds at the entrance of the theme park. This impressive model was designed and created by Park Master Model Builders in 240 hours and includes more than 77,000 LEGO bricks.

The festivities at LEGOLAND California’s Halloween Brick-or-Treat adventure are included in the regular admission price and can be enjoyed during normal Park hours. When children break away from the Brick-or-Treat festivities, families can enjoy more than 50 hands-on, minds-on imaginative rides, shows and attractions.

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

