



For Immediate Release

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LEGOLAND[®] California Announces Smoke Free Policy *Creating a healthier environment for children and their families*

CARLSBAD, Calif. (July 2006) – LEGOLAND[®] California has introduced a new smoke free policy in line with the Park's family-friendly values and top priority for safety of children. The family theme park no longer allows smoking within its gates as of July 1, 2006.

"At LEGOLAND California, the health and safety of our guests is our primary concern. As we want to provide a high quality experience for children and their families it does not make sense to us to expose children to the known dangers of second hand smoke. Our sense is that the large majority of smokers would be fully accepting of such a policy at a place like LEGOLAND California," said John Jakobsen, general manager and president of LEGOLAND California.

To communicate the non-smoking policy to Park visitors, LEGOLAND has issued new Park maps which indicate that guests wishing to smoke may exit the Park gates to do so. A designated smoking area with seating and ash trays has been created outside the front gates. Guests exiting the Park will receive a stamp to reenter the gates for that day. Prior to enforcing the smoke-free policy, guests were permitted to smoke only on Park pathways, prohibiting any smoking on rides, in ride queue lines, or in restaurants, retail shops and shows.

Voted best children's park two years in a row by Amusement Today, LEGOLAND California is constantly striving to maintain the Park's reputation as one of the best family theme parks in the United States

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.

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