

**LEGOLAND® CALIFORNIA REPORTS ANOTHER YEAR OF
RECORD-BREAKING BUSINESS RESULTS**
Family theme park saw increased attendance in 2005

CARLSBAD, Calif. (Jan. 19, 2006) – LEGOLAND® California announced another year of growth at a news conference held at the Carlsbad theme park Jan. 19, 2006. The Park expects further growth in 2006 with the largest expansion in its history.

LEGOLAND California attendance ended 2005 with an increase of more than two percent over a successful prior year in 2004. Building upon an all-time high revenue result in 2004, the family theme park completed another record year in terms of revenue with an increase of nearly six percent in 2005.

"In every way we measure our business, 2005 was a great year," said John Jakobsen, president and general manager of LEGOLAND California. "In terms of attendance, revenue and guest satisfaction, LEGOLAND is a very healthy business with a great deal of growth potential. Our ambitious 2006 plans are set to continue that success. "

2005 marked a year of transition for LEGOLAND California as a new ownership structure under Merlin Entertainments Group took place after Blackstone purchased all four LEGOLAND Parks. After the LEGOLAND acquisition, Merlin Entertainments 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. "Our strategy for success for the four LEGOLAND Parks is simple: significant capital expenditure to add new rides and attractions, new marketing programs and brand communication strategies, and development of a destination resort profile around all four parks. We are particularly focused on LEGOLAND California as Merlin's first venture into U.S. based attractions due to the strong growth potential of the California market."

Eight new attractions have been added to LEGOLAND California in the last two years and 2006 will see the biggest expansion in the Park's seven-year history. Summer 2006, LEGOLAND California introduces Pirate Shores, the seventh block of attractions in the Carlsbad family theme park. 2006 capital expansions total more than \$10 million dollars with the majority represented in the exciting new area including five all-new water attractions designed around the ever-popular pirate theme. A fun-filled new 4-D movie titled "Spellbreaker" will also make its premiere at LEGOLAND California in 2006.

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.

