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**Land of Adventure and America's First SEA LIFE Aquarium**  
**Coming to LEGOLAND® California Resort**  
*Merlin Entertainments Invests More Than \$20 Million*

**CARLSBAD, Calif. (Nov. 6, 2007)** – Merlin Entertainments, the second largest attraction operator in the world, announced at a news conference today plans to expand in North America once again. Making the largest investment in the history of LEGOLAND® California, Merlin is investing more than 20 million dollars into a brand new adventure area at the family theme park and a 36,000 square foot SEA LIFE aquarium as a separate entrance.

At today's press conference, Nick Varney, CEO of Merlin Entertainments, revealed an incredible 17-foot-long mural displaying just some of the amazing creatures who will live inside the two-story SEA LIFE aquarium. Located adjacent to LEGOLAND California, SEA LIFE is the twenty-ninth to open in the world and is the first ever to open in North America. More than a standard aquarium, SEA LIFE provides an educational and interactive dynamic unlike any other. Featuring play zones, fun facts and quiz trails, SEA LIFE is designed to be a child's guide to the life of the sea and will open its doors as a separate admission in summer 2008.

John Jakobsen, president and general manager of LEGOLAND California proudly announced today not only his excitement for SEA LIFE, but for what lies ahead for LEGOLAND. "What LEGOLAND California has brought to theme parks in the United States, SEA LIFE LEGOLAND California Resort will bring to aquariums in that it is 100 percent aimed at inspiring and captivating children on a level that can't be found anywhere else," says Jakobsen. "Not only are we offering this experience to guests next year, but we are also opening our eighth new area, *Land of Adventure*, that will bring the first-ever dark ride to LEGOLAND California – *Lost Kingdom Adventure*."

*Lost Kingdom Adventure* is just one of four attractions to be unearthed in *Land of Adventure* designed to bring out the explorer in every member of the family when it opens March 2008.

*Cargo Ace* helps imaginations soar as children become airplane pilots, *Beetle Bounce* boosts children to new heights while at *Pharaoh's Revenge* they can fire thousands of foam balls at each other. Finally, *Lost Kingdom Adventure* challenges families to embark on a journey within ancient temple ruins blasting targets with laser guns along the way.

Fifteen new attractions have been added to LEGOLAND California in the last three and a half years including the biggest Miniland expansion in the Park's eight-year history, *Miniland Las Vegas* and the popular pirate-themed water area, *Pirate Shores*. Voted Best Children's Theme Park for the fourth year in a row by Amusement Today, LEGOLAND is continuing to position itself as the preferred attraction choice for families with children ages two to twelve.

"LEGOLAND California is a European concept which has proven to be a great success in North America. The addition of another European favorite, SEA LIFE, is therefore the natural next step in the development of our planned LEGOLAND California Resort," says Nick Varney, CEO of Merlin Entertainments Group. "They both offer high quality, fun learning for the entire family, and exciting opportunities to find out more about the world around us."

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## **LEGOLAND California Resort**

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LEGOLAND California and SEA LIFE are partnering with neighboring properties, Grand Pacific Palisades Resort and the Sheraton Hotel opening in late January, to create LEGOLAND California Resort.

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

Merlin Entertainments Group is the leading name in location based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. The world's No. two visitor attraction operator, Merlin aims to deliver memorable and rewarding experiences to its more than 30 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 13,000 employees. Bigger than Universal and second only to Disney, Merlin Entertainments brings together LEGOLAND, Madame Tussauds, British Airways London Eye, SEA LIFE, Gardaland, Dungeons – as well as national brands such as Alton Towers, Thorpe Park, Warwick Castle and Heide Park. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future.

Grand Pacific Palisades Resort & Hotel is a world-class hotel and timeshare resort with magnificent views of the Pacific Ocean and Carlsbad Flower Fields. With luxurious furnishings and a complete array of resort amenities, this Carlsbad hotel offers an Olympic size swimming pool and interactive children's water park, on-site dining, 10,000 square-feet of spacious conference rooms, a fully equipped fitness center, and an activity program with events seven days a week. For more, visit [www.grandpacificpalisades.com](http://www.grandpacificpalisades.com), or call 760-827-3200.

Opening January 2008, Sheraton Carlsbad Resort & Spa is a contemporary Mediterranean coastal resort with picture-perfect panoramic ocean views, situated directly adjacent to the popular Legoland theme park and next to The Crossings at Carlsbad, the city's new 18-hole, municipal golf course. Sheraton Carlsbad Resort & Spa is scheduled to open 129 rooms in January with an additional 121 rooms in May with a total of 350 guest rooms, including 13 suites, at completion. Guests will experience a 5,200-square-foot destination restaurant with an ocean view and terrace for outdoor patio dining; a 4,600-square-foot health spa with eight private treatment rooms; fitness center and gym; and a free-form outdoor heated pool with water play equipment for children. For more information, visit [www.sheratoncarlsbadresort.com](http://www.sheratoncarlsbadresort.com), or call (760) 827-2400

