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**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. (August 15, 2007) – LEGOLAND[®] California offers a monstrously fun new way for families to enjoy Halloween this year. The family theme park in Carlsbad is introducing "Brick-or-Treat After Dark" to the ninth annual Brick-or-Treat presented by Union Bank of California. Brick-or-Treat haunts the theme park the weekends of Oct. 13 & 14, 20 & 21 and 27 & 28, 2007 with special "After Dark" hours each Saturday.

The all-new Brick-or-Treat After Dark takes place October 13, 20 and 27, 2007. Special areas of LEGOLAND will be open each Saturday of Brick-or-Treat till 8 p.m., allowing the Park to come alive with the spirit of the season. Areas open for evening hours include Castle Hill, the Imagination Zone and Miniland U.S.A. In addition to rides, shows and attractions in the areas, little ghosts and goblins enjoy special activities like the Haunted Hideaways, a LEGO[®] brick pumpkin build and a nighttime costume contest with a prize for the best "after dark" costume.

Throughout all of Brick-or-Treat, 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.

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 of the Best." A panel of judges selects five prize winners each day during Brick-or-Treat.

Visitors can enjoy Halloween themed LEGO models throughout the park. Guests pose with a 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 Brick-or-Treat events are included in the regular admission price and can be enjoyed during normal Park hours. Guests who purchase tickets any Saturday of Brick-or-Treat can enjoy the Park all day and attend Brick-or-Treat After Dark festivities. Tickets for Brick-or-Treat After Dark can be purchased separately for those attending the nighttime event only. 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 at LEGOLAND.

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 Windsor outside of London and LEGOLAND Deutschland near Günzburg, Germany. The LEGOLAND theme parks are a part of Merlin Entertainments Group which is the largest attractions operator in Europe and the second largest in the world. Merlin Entertainments Group currently owns 50 attractions worldwide. For the most current information, log on to www.LEGOLAND.com or call (760) 918-LEGO.

