

FOR IMMEDIATE RELEASE

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CELEBRATE LEGOLAND® FLORIDA'S FIRST CHRISTMAS Christmas Bricktacular Makes the Holidays Come Alive

Winter Haven, FL (Nov. 4, 2011) -- LEGOLAND Florida is getting into the holiday spirit with the first annual Christmas Bricktacular. Festive decorations and sounds of the season will fill The Beginning and Fun Town through the holidays, Dec. 8-31, followed by Kids' New Year's Eve on Dec. 31. With more than 50 rides, shows and attractions all dedicated to families with children age 2 to 12 and one of the widest selections of LEGO® products available, LEGOLAND Florida is the best place to celebrate the season and pick up the Christmas gifts that are on every child's wish list – LEGO!

The Beginning is home to a truly spectacular, Bricktacular sight - a more than 30-foot-tall LEGO Christmas tree made with a combination of 270,000 forest green LEGO and DUPLO® bricks. The park's first-ever tree lighting ceremony takes place on Dec. 5 with a special master of ceremonies. Through Dec. 31, a special family will be chosen to help light the Bricktacular tree each night.

Santa Claus even makes special daily appearances in the historical botanical gardens making a picture perfect spot to capture family memories sure to be treasured for years to come.

Kids' New Year's Eve on Dec. 31 let's kids rock out and watch the sky explode with LEGO fireworks at just the right time for them, midnight KST (Kid Standard Time) - otherwise known as 7 p.m. EST.

Holiday events are included in park admission. Tickets and Annual Passes for LEGOLAND Florida are available at www.LEGOLAND.com

LEGOLAND® Florida is a 150-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 currently four other LEGOLAND Parks in the world – LEGOLAND California in Carlsbad, 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, the second largest attractions operator in the world. For the most current information, log on to www.LEGOLAND.com.

MERLIN ENTERTAINMENTS 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. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 78 attractions, six hotels/two holiday villages in 17 countries and across four continents. The company aims to deliver memorable and rewarding experiences to its 43.6 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 15,000 employees. Merlin Entertainments operates the following attractions - SEA LIFE, Madame Tussauds, LEGOLAND, The EDF Energy London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, Thorpe Park, Chessington World of Adventures Resort, Heide Park, Earth Explorer, Sydney Aquarium, Sydney Wildlife World, Sydney Tower Observatory and Skywalk, Kelly Tarlton's Antarctic Encounter Underwater World, Oceanworld Manly and Hamilton Island Koala Gallery. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future. Visit www.merlinentertainments.biz for more information.