

Press release
8 January 2009

**LEGOLAND® and Lalandia create major new family resort:
LEGOLAND Billund Resort**

LEGOLAND® and Lalandia announce the formation of a joint business alliance to be known as LEGOLAND Billund Resort. The alliance combines the best of two play worlds brimming over with play and adventure, and aims to create Northern Europe's largest family resort and a major international year-round attraction in Denmark.

LEGOLAND Billund Resort is the result of a new alliance between LEGOLAND and Lalandia. As the name indicates, the resort is a new, large and unique area at Billund, offering the possibility of visiting LEGOLAND, the new Lalandia tropical holiday and activity centre with Scandinavia's largest water park, as well as Givskud Zoo, while staying in the superb accommodations provided by Lalandia and Hotel LEGOLAND. With Billund Airport in the immediate vicinity, access to the area is excellent from most of Europe.

The new alliance will first and foremost involve collaboration on marketing in Denmark and abroad, as well as product development with focus on launching a weather-independent year-round destination for families with young children from Denmark and abroad.

"This is good news for Danish tourism. LEGOLAND Billund Resort will definitely help increase Denmark's ability to attract tourists from other countries. Together, LEGOLAND and Lalandia create a family resort of international dimension that can compete with the largest family resorts in Europe. We are combining the best of two strong brands, and look forward to working together. We believe the combination of LEGOLAND, a large tropical holiday and activity centre featuring the Lalandia Aquadome water park together with attractive holiday accommodations, will be a magnet for families with young children," states Board Chairman Flemming Østergaard, PARKEN Sport & Entertainment A/S.

"LEGOLAND is very pleased about the new alliance that will unite our efforts to attract even more holidaymakers to our area," says Henrik Höhrmann, Managing Director, LEGOLAND Billund. "This will enable us to consolidate the efforts we have made in recent years to make Billund an attractive holiday destination and to get families to stay for several days. In addition to being suitable for one-day excursions, the area is now so strong and unique that it offers a substantial variety of adventures for an exciting mini-holiday in one of the new holiday homes or at Hotel LEGOLAND. And while Lalandia is already a natural year-round attraction, we are also creating new activities that will extend the season in LEGOLAND."

In addition to Lalandia and LEGOLAND, Billund Airport and Givskud Zoo are also members of the new alliance that makes up LEGOLAND Billund Resort.

LEGOLAND Billund Resort will also launch the web site www.LEGOLANDresort.dk this spring.

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Lalandia

Lalandia in Billund will open on 24 April 2009, bringing with it a wealth of successful experience from Lalandia in Rødby. In addition to the gigantic Lalandia Aquadome water park, the 40,000 m² of covered area in the holiday and activity centre include a large sports hall with seating for 600 persons, a bowling alley, a mini-golf course, a large Monkey Tonky play area for children, inviting restaurants and an enjoyable shopping area. The holiday and activity centre features a Mediterranean atmosphere, while the Lalandia Aquadome has a Far Eastern accent, including a full-scale Thai temple built of teak.

A total of 500 holiday homes with bed capacity of approximately 3200 will be ready for occupancy when Lalandia in Billund opens, with a further 261 holiday homes scheduled for completion during the following year, bringing total bed capacity up to more than 5000 by the spring of 2010.

LEGOLAND Billund:

LEGOLAND Billund will open on 4 April 2009, and is Denmark's leading amusement park for families with children between 2 and 12 years of age. With more than 50 rides, shows and attractions, the park offers interactive entertainment for the entire family. Hotel LEGOLAND enables guests to stay in the heart of LEGOLAND in comfortable family rooms or rooms furnished in an imaginative Knight, Princess, Adventure or Pirate theme.

LEGOLAND is a member of the Merlin Entertainments Group.

For more information, please visit www.LEGOLAND.dk

Givskud Zoo

Givskud Zoo will open on 25 April 2009, and will celebrate its 40th anniversary during the coming season. Very popular with guests of all ages, it ranks among the most-visited zoos in Denmark. In addition to lions, Givskud Zoo features more than 80 species of animal from four continents. Guests are able to drive through the park savannahs in the comfort of their own car and experience the wild animals at close range in natural surroundings.

Season 2009:

LEGOLAND Billund opens on 4 April 2009

Lalandia Billund opens on 24 April 2009

Givskud Zoo opens on 25 April 2009