



PRESS RELEASE

“Strike” for LEGOLAND® Deutschland – The amusement park presents its plans through to 2020 upon opening of the new Bowling Center

Günzburg, 14 June 2011 – Today, LEGOLAND® Deutschland in the Bavarian town of Günzburg celebrated the opening of a new Bowling Center at its Holiday Village, in yet another expansion of the recreational activities at the LEGOLAND Resort. Together with Nick Varney, CEO of the Merlin Entertainments Group, LEGOLAND Managing Director Hans Aksel Pedersen took this occasion to present the expansion plans for LEGOLAND Deutschland through to 2020.

Since its opening in May 2002, LEGOLAND Deutschland has added more than just a theme area, an aquarium and numerous new attractions. The 140-hectare site now features a Holiday Village with 72 LEGO® themed houses, a campground with 165 sites, 12 Knight's Tents and a mini-golf course. A short break at the LEGOLAND Resort is high on the wish list of families with children from all over Germany and beyond. In order to further boost its attractiveness, LEGOLAND has just opened a Bowling Center at its Holiday Village. The Center, located below the restaurant buildings, is designed in the LEGO 'Pirates' look, giving the guests the feeling that they are bowling on a pirate ship. The opening celebrations for the new lanes were kicked off today with a small tournament between Nick Varney, Hans Aksel Pedersen, Roland Mück, President of the German Bowling Union, Günzburg's mayor Gerhard Jauernig and district administrator Hubert Hafner, along with several members of the media and some professional Bowling-players.

“The Bowling Center is an important step in expanding LEGOLAND Deutschland as a resort and extending the duration of the stay of the guests at the Holiday Village,” noted Hans Aksel Pedersen. Bowling is now a very popular activity for families with children, and thus the Center is an excellent new attraction in the village's range of recreational options. The Bowling Center will be open year-round and can be used by Holiday Village guests and by bowling fans from all around the region, independently of a visit to the Park.

LEGOLAND's vision for 2020

Before the tournament, Nick Varney presented the goals of the Merlin Entertainments Group to those attending. Over the long term, Merlin plans to be the world's Number One Player in the market for family attractions. "To achieve that, we will continue expanding the existing locations and transform the parks into resorts by adding hotels and other entertainment and recreational options, as we have done here at LEGOLAND," explained Varney, who added that Merlin invests a three digit million euro sum annually to reach this goal. "Investment projects are awarded to parks that demonstrate a clear vision and strategy, along with good ideas. Furthermore, we expect to be making more purchases in the future," said Varney, explaining the Group's growth strategy.

Following this, Hans Aksel Pedersen presented LEGOLAND Deutschland's expansion plans for investment projects at the location in Günzburg. Over the coming years, LEGOLAND's vision includes up to 14 possible expansion projects in the Holiday Village and the Park. "Along with the Bowling Center which is opening today, we will be adding a high-ropes course in the summer to further expand our recreational opportunities," announced Pedersen.

The other plans presented for the Park include a new theme area, three large, new rides and numerous other attractions. To expand the Holiday Village, LEGOLAND is considering a motel, a four-star hotel with a swimming pool and fitness center, a castle with five-star luxury rooms and a new restaurant complex. In total, the capital investment could amount to as much as 80 million euros, noted Pedersen.

Note to editors:

LEGOLAND® Germany was opened on 17 May 2002 in the Bavarian town of Günzburg and is one of the four most popular amusement parks in Germany. The Park is a part of the Merlin Entertainments Group, the second largest operator of attractions in the world, serving 43.6 million guests with the numerous world-class leisure brands in its portfolio. More information on the Park can be found at www.LEGOLAND.de. Tickets and accommodation packages can be booked online at the above address. For information by phone, please call 0180-570075701 (€0.14 per minute from the German fixed line network, max. €0.42 per minute for mobile network calls in Germany, rates from abroad vary by service provider).

2011 Season: 09. April to 06 November.

Contact:

LEGOLAND Deutschland Freizeitpark GmbH
LEGOLAND Allee
89312 Günzburg
press@LEGOLAND.de

Stefanie Feifel, Public Relations
Marion Pachmann, PR Coordinator
Tel.: +49 (0) 8221-700 221