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LEGOLAND® FLORIDA CHOOSES ORLANDO PUBLIC RELATIONS AGENCY Thompson Wesley Wolfe Named Agency of Record

WINTER HAVEN, FL (Feb. 4, 2011) – After an extensive search, LEGOLAND® Florida has selected Thompson Wesley Wolfe (TW2) as its public relations agency of record. The firm will work closely with the park's internal team to manage proactive and reactive publicity efforts for the 150-acre interactive theme park currently under construction in Central Florida.

“The team at TW2 impressed us with their deep knowledge of the theme park industry and their creative approach to promoting our park in particular,” said LEGOLAND Florida Director of Sales and Marketing Kim Isemann. “But it was their energy and passion that ultimately made the difference. We’re confident we’ve chosen the best agency for the job ahead.”

Orlando-based TW2 has been charged with creating a high level of awareness about LEGOLAND Florida among families with children between the ages of 2 and 12. The team will work directly with travel and family media to share news and updates, and will help create events both at LEGOLAND Florida and in key U.S. cities to promote the park's opening in October.

“When the park debuts in nine months, it will become the first major U.S. theme park to open in the past 10 years,” said Isemann. “We anticipate a great deal of interest in that story, and we will be working overtime to ensure a strong, successful opening.”

“We couldn't be more excited to be working on such an amazing project and with such a great team of people,” said TW2 CEO Lorri Shaban. “The park has so many assets, the most powerful of which is its universally known and beloved brand. Our challenge will be to leverage that brand to generate awareness, anticipation and ultimately ticket sales for the park.”

LEGOLAND® Florida opens in October 2011 and will be 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.

The **MERLIN ENTERTAINMENTS GROUP** is the leading name in location based, family entertainment, which has seen the most successful and dynamic growth of any company in the sector over the last five years. Europe's number one, and the world's second largest visitor attraction operator, Merlin has 62 attractions and 6 hotels in 12 countries, across 3 continents. The company aims to deliver memorable and rewarding experiences to its 38.5 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 14,000 employees. Merlin Entertainments operates the following attractions – SEA LIFE – the world's No 1 aquarium brand, Madame Tussauds, LEGOLAND, The Merlin Entertainments London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures, Heide Park, Underwater Adventures, and Earth Explorer.