



March 2009

**NEW LOOK FOR LEGOLAND® WINDSOR AS THEME PARK GOES BACK IN
TIME TO RECREATE ANCIENT EGYPT**

LEGOLAND® Windsor opens its doors on Saturday 21 March 2009 for a hugely exciting season and is inviting families to discover the brand new Kingdom of the Pharaohs.

It will not be hard to miss – the latest themed area of LEGOLAND Windsor is dominated by one of the tallest LEGO® models in Britain – a massive six metre high statue of a Pharaoh, made from 200,000 LEGO bricks.

Climb on board a desert off-roader and discover the secrets of the ancient temple in the exciting new indoor ride Laser Raiders – where everyone gets to play an adventure hero.

Armed with laser guns you must shoot your way through a labyrinth, battling evil mummies and dodging traps and skeletons during an adrenaline-filled journey to discover lost treasure.

And if that doesn't get your knees knocking then brave the new Scarab-Bouncers and be catapulted nearly 15 feet up in the air in an indoor ride that transports you into another dimension, with the sights and sounds of ancient Egypt.

As well as the opening of Kingdom of the Pharaohs, 2009 sees the return of a much-missed favourite to LEGOLAND Windsor; the hi-tech revamped Rocket Racers where you can design your very own virtual racing driver and car to your own specification before taking on the opposition in purpose built racing pods.

As if this wasn't enough, children's favourite, Bob the Builder™, is making his debut at LEGOLAND Windsor this year with the exclusive global premier of his new 4-D Movie - 'Bob the Builder in 4-D: Bob the Builder and the Roller Coaster' – starring Bob, Wendy and Spud that will be brought to life in front of your eyes thanks to the latest in 3-D glasses and in-theatre special effects. It's showing at regular times throughout the day and fans will also be able to meet Bob the Builder in person every day.

And everyone's favourite bedtime story - Goldilocks and the Three Bears – is being recreated in a 30 minute puppet show at the DUPLO® Theatre.

Ends

Notes to editors:

- Winner of the Best Family Visitor Attraction in the Tommy's Parent Friendly Awards 2007, voted by parents for parents. LEGOLAND Windsor is a unique family theme park where children aged 3-12 can take to the road, soar through the skies and sail the seas in complete safety. It has over 50 interactive rides, attractions, live shows, building workshops and driving schools, not to mention nearly 55 million LEGO bricks, all set in 150 acres of beautiful parkland.
- LEGOLAND Windsor opens from 21 March until 8 November 2009. It is closed on selected midweek days in April, May, September, October and November. For further details please check www.LEGOLAND.co.uk.
- LEGOLAND Windsor is free for under threes; tickets start from £15.75, with children's tickets costing a maximum of £27 (3-15 year olds), with adults paying no more than £36. Go as many times as you want by paying from just £37 for an Annual Pass.
- And for just £400 for a family of 5 (£150 for an individual Pass) you can buy a Merlin Annual Pass which gives unlimited access to all of the Merlin Entertainments' UK attractions, for a full 12 months from the date of purchase.
- There are three other LEGOLAND parks in the world – LEGOLAND Billund in Denmark, LEGOLAND California in the U.S.A and LEGOLAND Deutschland in Germany.
- The LEGOLAND theme parks are part of the Merlin Entertainments Group. 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. The world's second largest visitor attraction operator, Merlin has 57 attractions and 6 hotels in 12 countries, across 3 continents. The company aims to deliver memorable and rewarding experiences to its 32.4 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,500 employees. Merlin Entertainments operates the following attractions – SEA LIFE, Madame Tussaud's, LEGOLAND, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures & Zoo, Heide Park, Underwater Adventures, and Earth Explorer.

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