



LEGOLAND® Dubai Reaches New Milestone in Journey to October 2016 Opening with Launch of Annual Pass

- *Early Annual Pass holders enjoy ‘first-to-play’ experiences before Grand Opening, invites to exclusive events, previews and activities while helping to “build” the park.*
- *Annual Pass announced as latest LEGOLAND Water Park developments unveiled*

Dubai-UAE: 23 February, 2016 – LEGOLAND® Dubai and LEGOLAND Water Park, part of the Dubai Parks and Resorts destination, announced the launch of their Annual Pass, marking an important milestone for two of the most eagerly anticipated attractions for families with children aged 2-12. Sales of the passes will begin today exclusively at www.LEGOLAND.ae offering fun and exciting experiences for guests who want to be the “first to play” at the LEGOLAND parks’ 60 rides, slides and attractions before they officially open to the public in October this year.

“The launch of Annual Passes marks a very exciting stage in the LEGOLAND Dubai and LEGOLAND Water Park’s journey to the October opening,” said Siegfried Boerst, General Manager of LEGOLAND Dubai. “The first Annual Pass holders will become privileged members that will be among the first families ever to try our rides and attractions, and will enjoy exclusive incentives including special access to private events helping to build the park, as well as a commemorative LEGO® brick and Annual Pass Card.”

In addition to 12 months admission to LEGOLAND Dubai and LEGOLAND Water Park, all annual pass holders will enjoy benefits such as discounts on the park’s retail and food and beverage and special offers throughout the year.

LEGOLAND Dubai, which is a part of Dubai Parks and Resorts, the region’s largest integrated theme park destination, is the ultimate world of LEGO adventures for families with children aged 2-12. It will feature over 40 interactive rides, shows and attractions and 15,000 LEGO model structures made from over 60 million LEGO bricks. LEGOLAND Dubai will feature six themed lands - LEGO CITY, ADVENTURE, KINDGOMS, IMAGINATION, FACTORY and MINILAND - each unique in their design, entertainment and playful learning experience.

Construction of the LEGOLAND Parks is proceeding as expected, and the unveiling of the annual pass comes as LEGOLAND Water Park also reaches an important construction milestone with the installation of the Splash-N-Swirl, the water park’s first slide. Upon completion, the water park will include over 20 water slides and attractions, each offering its own different and fun-soaked experience, including the highly anticipated Build-A-Raft River where children of all ages can customise their own raft using LEGO soft bricks, before floating around a lazy river.



Along with the Build-A-Raft River, LEGOLAND Water Park will offer Build-A-Boat where children can build using countless LEGO bricks before testing their design against the flow of water in a 10 metre river.

“LEGOLAND Water Park is unique as the region’s only water park specifically designed for families with children aged 2-12,” continues Boerst. “In combination with LEGOLAND Dubai, LEGOLAND Water Park offers families a one-of-a-kind, multi-day experience filled with playful learning that will keep children wanting to visit year round.”

The annual two-park combo pass for LEGOLAND Dubai and LEGOLAND Water Park is priced at 995 AED, with the annual pass for LEGOLAND Dubai only priced at 765 AED, and can be purchased at www.LEGOLAND.ae.

“We are very excited to begin selling annual passes for LEGOLAND Dubai and LEGOLAND Water Park,” said Stanford Pinto, Chief Parks Operations Officer, Dubai Parks and Resorts. “Early guests who want to take advantage of the annual pass option will also have the chance to upgrade to a special resort wide annual pass when it launches in the near future that will also give them access to both motiongate™ Dubai and Bollywood Parks™ Dubai.”

LEGOLAND® Dubai, together with LEGOLAND® Water Park, is part of Dubai Parks and Resorts which will also feature motiongate™ Dubai – a unique theme park showcasing some of Hollywood’s most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate. Committed to bringing together the best of the East and West, Dubai Parks and Resorts will also feature Bollywood Parks™ Dubai, the first ever theme park based on the sights and sounds of Bollywood. The entire destination will be connected by Riverland™ Dubai – a retail, dining and entertainment walkway and guests can stay at the Lapita™ Hotel, a Polynesian-themed resort catering to families.

For more information on LEGOLAND Dubai and LEGOLAND Water Park or to sign up for newsletters for the latest updates, visit www.LEGOLAND.ae.

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Notes to Editors

Dubai Parks and Resorts PJSC (DFM: DUBAIPARKS) is set to be the region’s largest integrated theme park destination comprising three theme parks: motiongate™ Dubai, a movie inspired theme park showcasing some of Hollywood’s most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate; Bollywood Parks™ Dubai, the first theme park based on the sights and sounds of Bollywood; as well as LEGOLAND® Dubai, a unique, interactive theme park for families which will bring the well-known LEGO® brick to life in a playful learning environment; and LEGOLAND® Water Park, the region’s first water park catering to families with children 2-12.

The entire destination will be connected by Riverland™ Dubai – a retail, dining and entertainment walkway located at the heart of the destination and guests can stay at the Lapita™ Hotel, a Polynesian-themed resort catering to families, which will be managed by the Marriott Group.



Set to open in October this year, the AED 10.5 billion development is spread across 25 million square feet of land located on Sheikh Zayed Road in Dubai opposite the Palm Jebel Ali. 6.7 million ticketed visits are projected for 2017, the first full year of operation.

For more information go to: <http://dubaiparksandresorts.com>

MERLIN ENTERTAINMENTS plc is the leading name in location-based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 111 attractions, 12 hotels/4 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and c26,000 employees (peak season).

Merlin currently has fourteen attractions in Asia including Madame Tussauds in Bangkok, Shanghai, Tokyo, Hong Kong, Singapore, Beijing and Wuhan, China; the fantastic LEGOLAND Malaysia Resort with its theme park, hotel and water park; world leading aquaria in Busan, Bangkok and Shanghai, - underlining the company's position as the world's biggest global aquarium operator; LEGOLAND Discovery Centre in Tokyo and Osaka, Japan; and Istanbul. New LEGOLAND Parks will also open in Dubai in 2016, and Japan and South Korea in 2017. Visit www.merlinentertainments.biz for more information.

LEGOLAND® Parks are unique theme park resorts specifically designed for families with children between the ages of 2 to 12 years. Based on the world's most popular toy - the LEGO® brick – LEGOLAND Parks offer families the opportunity to play together and to let their imaginations run free through an exciting range of unique LEGO experiences from kid-powered rides, building challenges, spectacular LEGO Models, interactive attractions, family-friendly coasters and shows, that pull the audience into the action.

There are currently six LEGOLAND® Resorts in five countries – Denmark, United Kingdom, Germany, USA – Florida and California, and Malaysia. All these Resorts also include fantastic LEGO® themed hotels and a mix of other attractions like water parks and SEA LIFE aquariums making them the perfect destinations for a family short break. As well as Dubai, Merlin also has new LEGOLAND Park developments underway in Japan and S. Korea.

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