

Press Releases for Legoland opening in Grapevine, TX:

KDAF Channel 33 The CW:

A \$12 million Legoland Discovery Center is being built in the Grapevine Mills Shopping Mall.

The interactive theme park will offer educational experiences for kids between the ages of 3 and 12 years old.

The fun will start building one block at a time this summer.

The park is set to open in March of 2011.

WFAA Channel 8 and the Dallas Morning News:

Legoland to build Discovery Centre at Grapevine Mills mall in Grapevine

12:00 AM CDT on Wednesday, October 28, 2009

Legoland is planning to expand its kingdom into North Texas.

The company that operates theme parks based on the colorful Lego toys announced plans Tuesday to open a \$12 million Legoland Discovery Centre at Grapevine Mills shopping mall in Grapevine.

The attraction will be the first of its kind in North Texas and modeled after a location in suburban Chicago. Similar sites are in China, England and Germany.

A larger Legoland theme park is in Carlsbad, Calif., near San Diego.

"We believe Grapevine is exactly the right location for a Legoland Discovery Centre," said Glenn Earlam, a spokesman for Merlin's Midway Attractions Operating Group. "The LDC concept is already successful in Europe and elsewhere in the U.S.A., and I know people will love it."

Work is expected to begin in June, with a planned opening in March 2011.

The Grapevine attraction will include interactive exhibits and rides for children ages 3 to 12.

Grapevine Mayor William D. Tate said the Legoland Discovery Centre adds to the city's appeal as a tourist destination.

He said he expects Legoland "will become one of the most unique and best family attractions in Texas."

Fort Worth Business Press

A new \$12 million entertainment venue soon will be built at Grapevine Mills shopping mall – in more ways than one – as the property has announced the addition of Legoland Discovery Centre, a two to three-hour indoor Lego experience.

The latest addition to Grapevine's growing entertainment, shopping and educational venues was announced on Oct. 27.

Global leisure giant Merlin Entertainments will build the attraction as part of an aggressive worldwide growth strategy.

Work is expected to begin on the project in June 2010, with the Legoland Discovery Centre set to open in March 2011. Models for the Grapevine site will be made in Merlin's specialist studios and shipped in during construction, although plans and designs are already being drawn up, according to a release. According to the announcement, Legoland Discovery Centre will offer an interactive and educational experience aimed at families with children 3-12 years old. Based on the Lego bricks, Legoland Discovery Centres provide a range of interactive play areas including 4D cinema; master classes from the Lego Master Model Builder; Lego rides; special party rooms for birthdays and other celebrations; as well as a Miniland exhibit

Merlin currently holds 59 attractions in its portfolio – eight of those in the United States including Legoland California and Legoland Chicago as well as Madame Tussauds attractions in New York, Washington, D.C., Las Vegas and Hollywood, and a Sea Life aquarium alongside Legoland California and Underwater Adventures Aquarium in the Mall of America in Minneapolis. The Grapevine attraction is one of three Merlin projects set to open in 2010 and 2011.

"We believe Grapevine is exactly the right location for a Legoland Discovery Centre," said Glenn Earlam, managing director of Merlin's Midway Attractions Operating Group, which includes the LDCs, in a release. "It is ideally situated between Dallas and Fort Worth, and is already a popular destination for family visitors."

Grapevine Mayor William D Tate said the attraction will "become one of the most unique and best family attractions in Texas. In developing Grapevine as a top destination city, we have pursued very unique and exclusive attractions and hotels. Clearly Merlin Entertainments is one of the best visitor attraction companies in the world, and the Legoland Discovery Centre will be recognized as a unique and integral part of Grapevine's visitor appeal."

Simon Property Group, which is working with Merlin Entertainments on a number of projects in the USA, helped to facilitate the deal.

Star Telegram

GRAPEVINE — A \$12 million Legoland Discovery Centre, an attraction centered on the popular children's building blocks, will be coming to Grapevine Mills mall, the city said Tuesday.

The only other U.S. Legoland Discovery Centre opened last year outside Chicago. Legoland Discovery Centre and the Legoland theme park in California are developments of U.K.-based Merlin Entertainment Group, reportedly the world's second-biggest operator of visitor attractions.

The Grapevine City Council and the board of the Tax Increment Financing District No. 1, which was established several years ago for the mall, approved a two-phase, \$1 million incentive package for the project. Merlin Entertainment will receive \$500,000 when it completes the facility and \$500,000 when it completes an accompanying 10,000-square-foot miniature golf facility made from Legos.

Construction should begin in June, with an anticipated opening in March 2011, the company said. The facility will occupy 40,000 square feet currently being used by Woodward Skatepark, which is across from the AMC Theatres. The golf facility will go in the outdoor plaza between the theater and the mall.

Simon Property Group owns the mall. Its local business representative could not be reached for comment.

Legoland Discovery Centres are geared to kids ages 3-12. Visitors often spend between two and three hours walking through the center and taking part in activities. Kids learn how Legos are built before venturing on to build with the blocks, see displays and ride Lego rides. There's a cafe and rooms for birthday parties. Admission is \$15 for children and \$19 for adults. Annual passes are \$40.

Merlin Entertainment said it chose Grapevine because the city is considered a "popular destination for family visitors."

Glenn Earlam, a managing director with Merlin, said in a statement that "the inclusion of a quality leisure attraction like the Legoland Discovery Centre . deliver significant incremental business to both the mall, to the . will . Dallas-Fort Worth Metroplex and greater region as a whole."

Grapevine Mayor William Tate said the project "will become one of the most unique and best family attractions in Texas." City officials estimated that it could draw more than 300,000 visitors a year.

Legos, colorful snap-together plastic building blocks, are made by Lego Group, a private Danish firm.

The first Discovery Centre opened in Berlin in 2007. There is one in Germany, and a location is expected to open next year in Manchester, England, according to the company's Web site. Atlanta might also add a location, according to media reports.

Merlin operates 59 attractions, six hotels and two holiday villages in 13 countries, including Madame Tussauds in New York, Washington, Las Vegas and Hollywood, Calif.

A Lego Education Center in Southlake, a venture of Lego and Pitsco Inc, is not part of Merlin.

It offers classes and educational activities geared to kids 3-12 using Legos to teach math, science, engineering, technology and art.

Flowermoundonline.net

A major new tourist destination is coming to Grapevine Mills Mall. One full of family fun. A 12 million dollar Legoland discovery center will be built at Grapevine Mills Mall.

With five Discovery Centers worldwide, there's currently only one Legoland Discovery Center in America and it's near Chicago's suburban Woodfield Mall. The new one will have play areas, a 4D Cinema, Lego Rides and multiple discovery areas. Legoland will open in late 2010 or 2011

WBAP News Talk 820 AM Radio

(WBAP News) - A \$12 million Legoland Discovery Centre is coming to Grapevine Mills Mall. The facility is an attraction based on the popular children's building blocks.

The only other Legoland Discovery Centre in the U.S. is in Chicago. It opened last year. Legoland Discovery Centre and the Legoland theme park in California are developments of U.K.-based Merlin Entertainment Group, reportedly the world's second-largest operator of visitor attractions.

The Grapevine City Council has approved a two-phase, \$1 million incentive package for the project.

Construction should begin in June, with an anticipated opening in March 2011. The facility will occupy 40,000 square feet currently being used by Woodward Skatepark, which is across from the AMC Theaters.

Legoland Discovery is geared to children ages 3-12. Visitors spend between two and three hours walking through the center and taking part in activities. Kids learn how Legos are built by venturing on to build with the blocks, see displays and ride Lego rides. There's a cafe and rooms for birthday parties. Admission is \$15 for children and \$19 for adults. Annual passes are \$40.

Grapevinetexasusa.com

MERLIN ENTERTAINMENTS PLANS \$12 MILLION LEGOLAND DISCOVERY CENTRE FOR GRAPEVINE, TEXAS

Global leisure giant Merlin Entertainments(Merlin), the world's second biggest visitor attraction operator, announced today plans to build a \$12m LEGOLAND Discovery Centre (LDC) in Grapevine Mills shopping mall, in Grapevine, Texas.

Merlin's newest attraction concept, the LEGOLAND Discovery Centre will offer a fun, highly interactive and educational 2-3 hour indoor experience which is ideal for families with children 3-12 years old. Based on the ever popular LEGO brick, LEGOLAND Discovery Centres provide a range of interactive play areas including 4D cinema; master classes from the LEGO Master Model Builder; exciting LEGO rides; special party rooms for birthdays and other celebrations; as well as the popular MINILAND exhibit designed to reflect each individual attraction's location.

The Grapevine attraction underlines Merlin's aggressive growth plan, rolling out 3 / 4 new sites for its exciting brands around the world every year; and continuing to invest in new experiences and improved customer service across its existing portfolio of 59 attractions. Merlin currently has 8 other attractions in the USA including LEGOLAND California – voted as the best children's park for the last 6 years by Amusement Today; Madame Tussauds attractions in New York, Washington DC, Las Vegas and Hollywood; a LEGOLAND Discovery Centre in Chicago; a SEA LIFE aquarium alongside LEGOLAND California and Underwater Adventures Aquarium in the Mall of America in Minneapolis – underlining the company's position as the world's biggest global aquarium operator. Three more Merlin attractions are also due to open in 2010/11, including Grapevine.

Commenting Glenn Earlam, Managing Director of Merlin's Midway Attractions Operating Group, which includes the LDCs said: "We believe Grapevine is exactly the right location for a LEGOLAND Discovery Centre. It is ideally situated between Dallas and Fort Worth, and is already a popular 'destination' for family visitors. The inclusion of a quality leisure attraction like the LDC will we believe deliver significant incremental business to both the Mall – and to the Dallas/Fort Worth Metroplex and greater region as a whole. The LDC concept is already successful in Europe and elsewhere in the USA, and I know people will love it!"

"I would also like to take this opportunity to thank both the Simon Property Group and most importantly the City of Grapevine for all their support for the project. This was a key factor in our decision to come here, and we hope that this will be just the beginning of Merlin's relationship with the City."

Grapevine Mayor William D Tate commented: "Grapevine is proud to partner with Merlin Entertainments and Simon Property Group in bringing here what will become one of the most unique and best family attractions in Texas."

"In developing Grapevine as a top destination city, we have pursued very unique and exclusive attractions and hotels. Clearly Merlin Entertainments is one of the best visitor attraction companies in the world, and the LEGOLAND Discovery Centre will be

recognised as a unique and integral part of Grapevine's visitor appeal."

"In Grapevine, we recognise that it's not being the biggest that's most important, but rather being the best."

Gregg Goodman, president of The Mills®, part of the Simon Property Group, working with Merlin Entertainments on a number of projects in the USA said, "Adding a world-class entertainment venue such as Legoland Discovery Centre will only enhance Grapevine Mills' position as an outstanding family attraction."

Work is expected to begin on the project in June 2010, with the LEGOLAND Discovery Centre due to open in March 2011. Models for Grapevine will be made in Merlin's specialist studios around the world and shipped in during construction, although plans and designs are already being drawn up.