



MEDIA RELEASE

Saturday 28 January 2016

AUSTRALIA'S FIRST OFFICIAL LEGO® STORE NOW OPEN **AT DREAMWORLD**

Bricktacular news for LEGO fans!

Australia's first official LEGO® Store opened at Dreamworld on Queensland's Gold Coast today (28/1), with fans camping overnight to be one of the first through the doors.

The flagship LEGO Store is part of a stand-alone precinct at Dreamworld's front entry with access from within and external to the park.

Employing 20 new 'Brick Specialists', the store offers one of the largest ranges of LEGO in Australia, surrounded by 10 life-size LEGO models including Stormtroopers, a seven-foot-tall Incredible Hulk and several bespoke 'Dreamworld-inspired' models including a tiger, koala and didgeridoo.

Other key features include a world-famous LEGO 'Pick a Brick' wall, a 2x3 metre LEGO mosaic, 'Make-Your-Own Minifigure' stations and LEGO brick engraving.

Dreamworld CEO Craig Davidson said the park was honoured to welcome and work with one of the world's most iconic and successful brands.

"We've worked closely with LEGO Australia to create a unique LEGO builder's paradise that's sure to inspire many master builders with almost five tonnes of LEGO pieces on offer through the store," said Mr Davidson.

"This equates to two Olympic swimming pools full of LEGO to choose from. If you made a tower by placing end-to-end all the boxed LEGO sets available for sale in the Dreamworld store, it would be 2.58kilometres high and more than 20 times taller than Dreamworld's Giant Drop.

"With the huge popularity of the LEGO brand and products, we're anticipating Australia's first LEGO store will be a popular addition to Dreamworld's stable of great family attractions including the new-look Tiger Island, DreamWorks Experience, ABCKIDS World, Dreamworld Corroboree and WhiteWater World."

LEGO Australia's Senior Director Head of Marketing, Troy Taylor, said "it's exciting for LEGO fans to have a place to come and experience the LEGO brand in a fun and unique way. The product offering available at the LEGO Certified Store caters for budding builders of all ages."

A seven-month build, the LEGO store is the largest retail outlet at Dreamworld, covering an area of 350 square metres and creating over 50 jobs on-site during construction.

Dreamworld managed the project with several contractors from South East Queensland commissioned including architects Mode Design Corporation (Gold Coast office) and Brisbane-based builders Astute Projects.



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The Dreamworld LEGO store precinct also includes a new park exit and dining precinct featuring a 'Jelly Belly' store and 'The Park' Patisserie & Grill, set to open in February.

For details, see Dreamworld.com.au

Ends

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ABOUT DREAMWORLD

Australian owned and operated, Dreamworld is Australia's biggest themepark, home to some of the most popular rides and family attractions in the country including the new look Tiger Island, DreamWorks Experience, ABCKIDS World, Dreamworld Corroboree and wildlife precinct and WhiteWater World. See dreamworld.com.au for details.

ABOUT THE LEGO GROUP

The LEGO Group is a privately held, family-owned company with headquarters in Billund, Denmark, and main offices in Enfield, USA, London, UK, Shanghai, China, and Singapore. Founded in 1932 by Ole Kirk Kristiansen, and based on the iconic LEGO® brick, it is one of the world's leading manufacturers of play materials. Guided by the company spirit: "Only the best is good enough", the company is committed to the development of children and aims to inspire and develop the builders of tomorrow through creative play and learning. LEGO products are sold worldwide and can be virtually explored at www.LEGO.com.

For more news from the LEGO Group, information about our financial performance, responsibility and engagement, please visit <http://www.LEGO.com/aboutus>.

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