

LEGO Systems Celebrates a New Theme Each Day at San Diego Comic-Con

-Surprises abound for fans as construction toy maker unveils new playsets, life-sized models, mystery builds, contests and one-of-a-kind giveaways in support of popular licensed properties-

SAN DIEGO COMIC-CON (July 11, 2012) – LEGO Systems, Inc., the world's leading construction toy manufacturer, unveils its largest ever San Diego Comic-Con presence with a "theme of the day" calendar of events that celebrates its top licensed properties including LEGO® THE LORD OF THE RINGS™ and LEGO THE HOBBIT™, LEGO Super Heroes, LEGO Star Wars™ and LEGO NINJAGO. LEGO Systems welcomes show attendees with displays of life-size models, first-ever "reveals" of LEGO building sets and limited edition giveaways. In addition, attendees are invited to help "build" a section of its booth each day that features 7.5 feet tall mosaics of Comic Con favorites at booth #2829 of the San Diego Convention Center, July 12-15.

"Each year we're overwhelmed by the excitement Comic-Con fans show toward the LEGO brand and the new playsets we introduce based on their favorite characters and storylines," said Michael McNally, brand relations director, LEGO Systems, Inc. "As we celebrate our 80th anniversary this year, we're pulling out all the stops in San Diego to show fans how the classic LEGO brick continues to build popularity among children and adults of all ages with a rotation of themes and activities for fans of all interests."

LEGO The Lord of the Rings and LEGO The Hobbit- Thursday, July 12

Epic characters and scenes take LEGO form in the newly released LEGO THE LORD OF THE RINGS™ collection, based on the popular THE LORD OF THE RINGS trilogy. Additionally, to coincide with the release of The Hobbit: An Unexpected Journey in December, LEGO Systems will introduce a collection of LEGO THE HOBBIT: AN UNEXPECTED JOURNEY™ building sets in December 2012.

The imaginations of fans attending the show will journey to Middle-earth when they catch a sneak peek of the first LEGO The Hobbit set in the upcoming collection, and a preview of short videos for LEGO THE LORD OF THE RINGS that are scheduled to air on Cartoon Network. The excitement continues with a hands-on Hobbit-themed scavenger hunt to build Bilbo Baggins in LEGO minifigure form. Attendees may pick up the first piece of Bilbo along with a special Middle-earth map at the LEGO booth, which will lead them on a show floor journey to collect the missing pieces to complete the Bilbo minifigure. The reverse side of the map includes instructions for a LEGO THE LORD OF THE RINGS contest that challenges fans to build any scene from THE LORD OF THE RINGS trilogy for a chance to win a trip to LEGOLAND® California along with a Warner Bros. studio tour. For those not attending the show, instructions can be found at <http://thelordoftherings.lego.com>. LEGO Systems will also host a raffle to award one lucky winner a custom 5-inch model of Bilbo made completely out of LEGO bricks.

LEGO Super Heroes – Friday, July 13

LEGO Super Heroes: DC Universe™ adventures soar to new heights with the public debut of 2013 LEGO Super Heroes minifigures.

To spotlight the collection that recreates famous DC Comic Super Heroes and Super Villains with a collection of sets and buildable characters, LEGO Systems will display a LEGO Super Heroes DC Universe 3-D mosaic featuring iconic images of Wonder Woman™, Batman™ and Superman™. One raffle winner will receive an exclusive 5-inch Batman model in LEGO form.

LEGO Super Heroes: MARVEL sets and buildable action figures bring scenes of great Marvel characters such as the Avengers, Spider-Man and X-Men to life, in addition to new characters unveiled for the first time in their 2013 LEGO MARVEL Super Heroes minifigure form. A life-size model of the Incredible Hulk in LEGO form will dominate the show floor, 2012 construction sets will be displayed and an exclusive 5-inch Spider-Man in LEGO form will be given away to one lucky winner who enters Friday's raffle.

LEGO Star Wars – Saturday, July 14

May the Force be with San Diego Comic-Con visitors as LEGO Systems unveils the new LEGO Star Wars Rancor Pit construction set, one of 20 new LEGO Star Wars sets launching in 2013 and a sneak preview of the latest LEGO Star Wars episode slated to air on Cartoon Network. To complete this day's expedition, a one-of-a-kind 5-inch Luke Skywalker in LEGO form will be given away to one lucky winner who enters the raffle.

LEGO NINJAGO – Sunday, July 15

One of the most successful LEGO play themes ever, NINJAGO introduces a new chapter to a storyline that merges classic construction with social and virtual gaming experiences, anchored by 26 episodes of the NINJAGO: Masters of Spinjitzu animated television series airing on Cartoon Network. Devoted ninjas should gather at the LEGO booth at 2 PM PST on Sunday for a special Ninjago announcement that will further the excitement of this original story. An exclusive panel discussing all things LEGO NINJAGO takes place Sunday morning at 10:30 AM in room #8. A one-of-a-kind 5-inch green LEGO Ninja will be awarded to winner of Sunday's raffle.

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LEGO Systems, Inc. is the North American division of The LEGO Group, a privately-held, family-owned company based in Billund, Denmark, one of the world's leading manufacturers of creatively educational play materials for children. The company is committed to the development of children's creative and imaginative abilities, and its employees are guided by the motto adopted in the 1930s by founder Ole Kirk Christiansen: "Only the best is good enough." Visit the virtual LEGO world at www.LEGO.com

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