

For Immediate Release

Media Contacts:

Brittany Williams, LEGOLAND Florida Resort
863.594.0128; Brittany.williams@LEGOLAND.com

Andrea Alava, Merlin Entertainments
407.761.7563; andrea.alava@merlinentertainments.biz

Dipika Joshi, Dalton Agency
407.590.8380; djoshi@daltonagency.com

Merlin Entertainments Honors First Responders with Free Admission and Special Discounts for Florida Attractions

Orlando, Fla. – Aug. 24, 2015 – Merlin Entertainments has announced special discounts and offers for police officers, firefighters and emergency medical services (EMS) personnel for all four of its Central Florida attractions, which include LEGOLAND® Florida Resort, the Orlando Eye, Madame Tussauds Orlando and SEA LIFE Orlando Aquarium.

For the entire month of September, first responders can receive a complimentary single day admission ticket to LEGOLAND Florida theme park. They can also receive a 50 percent discount on admission to the Orlando Eye, Madame Tussauds and SEA LIFE Aquarium, located at the I-Drive 360 entertainment and dining complex on International Drive. The 50 percent discount applies to a single attraction ticket or combination tickets for two or three attractions.

The discount program is only valid for police officers, fire fighters, and EMS employees working in the United States. Active and retired personnel with identification are also eligible. Eligible personnel should present their employee ID or professional organization membership card to LEGOLAND Florida Resort's ticket window to redeem their complimentary single day admission ticket, or the admissions desk at the Orlando Eye, Madame Tussauds Orlando or SEA LIFE Orlando Aquarium, on the day they plan to visit to redeem the discount on their admission ticket.

All four attractions provide the perfect backdrop for family fun and memorable experiences, and first responders are encouraged to bring family members as their guests. Up to four additional single day tickets to LEGOLAND Florida can be purchased for \$40 each, and up to four additional guests may receive a 50 percent discount on tickets for the Orlando Eye, Madame Tussauds Orlando or SEA LIFE Orlando Aquarium. Guests may upgrade to include the LEGOLAND Water Park for just \$15 per person. The offer is valid from 9/1/15-9/30/15.

For more information, visit florida.LEGOLAND.com or OfficialOrlandoEye.com.

About Merlin Entertainments:

MERLIN ENTERTAINMENTS PLC is the leading name in location-based, family entertainment. Europe's number one 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 approximately 26,000 employees (peak season).

Merlin has twenty five attractions and two hotels in North America - including two stunning LEGOLAND Resorts – LEGOLAND Florida Resort with its theme park, water park and hotel; and LEGOLAND California Resort with its theme park, two water parks, SEA LIFE Aquarium and themed hotel; The Orlando Eye; Madame Tussauds celebrity wax attractions in New York City; Washington, D.C.; Las Vegas, NV; Hollywood, CA; Orlando, FL and San Francisco, CA; LEGOLAND Discovery Centers in Chicago, IL; Dallas/Fort Worth, TX; Kansas City, MO; Atlanta, GA; Boston, MA; Westchester, NY; Toronto, Canada; a Dungeon in San Francisco; and SEA LIFE Aquariums in Phoenix, AZ; Kansas City, MO; Auburn Hills, MI; Dallas/Fort Worth, TX; the Mall of America in Minneapolis, MN; Orlando, FL and Charlotte/Concord, NC - underlining the company's position as the world's biggest global aquarium operator. Visit www.merlinentertainments.biz for more information.