

LEGO® ISLAND 2 - The Brickster's Revenge

Action adventure sequel to the best-selling title on PC CD-ROM.
Now with enhanced game-play and extra formats.

Title: *LEGO Island 2, The Brickster's Revenge*
Formats: *PC CD-ROM, Playstation®, Game Boy Color™/Game Boy™ Advance**
Released: *March 2001 / *September 2001*
Developers: *Silicon Dreams Studios Ltd (PC CD-ROM, Playstation, and Game Boy Advance), Crawfish Interactive Ltd (Game Boy Color)*
Category: *LEGO Games*
Target: *Kids 6 to 99*
Genre: *Action adventure game*
LEGO Theme: *LEGO Adventurers, LEGO Knights Kingdom, and LEGO City*
Price: *PC \$24.99 (US), \$29.99 (CN)*
PSX \$19.99 (US), \$29.99 (CN)
Game Boy Color \$29.99 (US), \$34.99 (CN)
Game Boy Advance \$39.99, \$49.99 (CN)

LONDON, March 2001: LEGO Media International announces the launch of **LEGO ISLAND 2 - The Brickster's Revenge** on PC CD-ROM, PlayStation and Game Boy Color (followed by Game Boy Advance in September). This software builds on the proven popularity of chart-topping LEGO ISLAND which amassed international sales in excess of 1,000,000 copies on PC CD-ROM alone. The million dollar global launch campaign for **LEGO ISLAND 2** will target the primary audience of boys in the 6-12 year age group. Campaign objective? Nothing less than number one position in the children's software rankings for the UK, USA and Germany.

LEGO Media, the specialist publisher of children's media, has created a sequel which offers all the style and fun of the original, yet transforms the concept into an action-packed adventure full of exciting challenges. **LEGO ISLAND 2, The Brickster's Revenge** combines the thrill of 3D exploration with the excitement of a classic goody-versus-baddy confrontation. The player takes on the role of Pepper, the pizza delivery boy, who zooms off by skateboard on the trail of the mischievous Brickster who has just escaped from jail. Action lurks around every corner and the adventure unfolds as the each new challenge is accomplished.

LEGO ISLAND 2 offers:

MORE virtual locations - including Adventurers' Island, Castle Island and the outer space world of Ogel Island.

MORE minifigures - 56 friendly, talkative characters who interact in amusing ways.

MORE challenges - including 18 action-packed sub-games to enthrall gamers for hours. These include deep sea-diving for bricks, jousting with the Dark Knight, snake shooting, matching mummies in ancient Egypt, fishing for big Bertha, flying a bi-plane through the jungle, transporting dinosaurs by hot air-balloon, astronaut training and parachuting.

MORE action - from skateboard stunts to pterodactyl rides, from collecting space crystals to splatting Brickster Bots with pizzas. All with the added benefit of accelerated 3-D graphics.

LEGO Media International developed *LEGO ISLAND 2* with top developer Silicon Dreams Studio Ltd. In preliminary testing, children's response to the game has been extremely positive: they relish the number of sub-games as well as the overall sense of progression and achievement. They love to explore an enclosed universe and move around freely using amazing forms of transport. They also enjoy spending hours experimenting with the customisation features, replays and movies. In short, this is the most software fun kids have ever had.... part two!

The software launch this Spring will be spearheaded by the Pepper and Brickster characters. An integrated international marketing campaign will be led by a massive TV spend, and supported with trade and consumer print advertising, PR activities, global third party promotions, co-op promotions, direct mail and on-line activities on www.LEGO.com, as well as specific in-store material for specific impact at POS. Such heavyweight promotion underlines the LEGO Group's total commitment to the success of *LEGO ISLAND 2*.

SUMMARY:

- * Sequel to best-selling *LEGO ISLAND*.
- * Additional formats widen the appeal.
- * Action, adventure, challenge and fun.
- * Strong central characters spearhead massive promotional campaign.
- * Synergy with *LEGO SYSTEM™* themes.
- * Satisfying play reinforces children's loyalty to the LEGO Software brand.
- * Campaign objective: number one in all major children's software markets.

LEGO Media was established in 1996 and has its world wide headquarters near London. LEGO Media is responsible for the development, publishing and marketing of media products for children between the ages of two and 16. As part of the LEGO Group, LEGO Media has access to unique brand recognition as well as strong marketing and distribution power in the children's market. The Company is led by a strong senior management team of talented interactive media industry professionals and experienced managers from the LEGO Group. For more information, please visit www.LEGO.com/software

Silicon Dreams Studio Ltd was founded in 1994 as an in-house computer games developer for US Gold and has rapidly established itself as the most successful football games

developer in the UK, and amongst the top three in the world. Cumulative sales of Silicon Dreams' football video games now exceed 2.5 million units worldwide across the PlayStation, PC and Sega Dreamcast gaming platforms. Gavin Cheshire, MD of Silicon Dreams says "We're used to creating real life in 3D worlds, but to create LEGO life in 3D was enormous fun. Key to the success of a game like this is a strong story line and LEGO ISLAND 2 has one of the best. Everyone who has worked on this game from both Silicon Dreams and LEGO has had a passion for it and a desire to create a world that is enjoyable to all kids of all ages."

Crawfish Interactive Ltd, based in Croydon on the outskirts of London, is a video games developer specialising in handheld consoles and WAP technology since the company's formation in 1997. A consistent producer of critically acclaimed chart successes for global publishers, they have released titles such as Rainbow Six for Red Storm Entertainment and Ready 2 Rumble for Midway. For more information visit the company's website at www.crawfish.co.uk

'PLAYSTATION' IS A REGISTERED TRADEMARK OF SONY COMPUTER ENTERTAINMENT INC.
NINTENDO® AND GAME BOY™ ARE TRADEMARKS OF NINTENDO CO. LTD.
©LEGO, THE LEGO LOGO AND THE LEGO BRICK ARE REGISTERED TRADEMARKS OF THE LEGO GROUP.
©2001 THE LEGO GROUP

LEGO Systems, Inc.
(USA/Canada)
Michael McNally
PR Manager
LEGO Systems, Inc.
555 Taylor Road
PO Box 1600

Enfield, CT 06082-1600

USA

Tel: (860) 763-7825

Fax: (860) 763-7736

Email: michael.mcnally@america.lego.com