



FOR IMMEDIATE RELEASE



LEGO® Architecture Iconizes One of the World's Most Inspiring Modern Day Marvels - Marina Bay Sands®

04 December 2013 - One of the most amazing achievements that man has ever attained is the mastery of structural engineering through great architecture. Celebrating these masterpieces through its Architecture series, The LEGO Group (TLG) officially iconize Marina Bay Sands®, a state-of-the-art modern day marvel, with its LEGO® bricks.

Voted as one of the most inspiring structures of recent times through an online poll on the LEGO® Architecture website, this model focuses on the signature hotel complex that showcases the three towers and the Sands Skypark which is the centrepiece of Singapore's skyline and urban renewal strategy today. The integrated resort, designed by renowned architect Moshe Safdie, opened in April 2010 and has welcomed 38.5 million visitors in 2012 alone.

“LEGO Architecture is about celebrating great architecture and historical landmarks that we, as a people, have emotional connections to and whether it is because of the fascinating story behind a famous building or a souvenir of a memorable trip. LEGO Architecture is definitely for everyone.” says Mette Have Larsen-Ledet, Senior Marketing Manager on LEGO Architecture.

“It is an honour for Marina Bay Sands to be selected as Singapore's landmark to be interpreted with iconic LEGO bricks. Marina Bay Sands is often viewed as a piece of art with our striking architecture and the Architecture Series will allow guests from all over the world to bring a piece of Singapore landscape back home with them. LEGO has been inspiring people with the unlimited possibilities of arranging the bricks and we hope to continue this with the Marina Bay Sands set,” said Maunik Thacker, Senior Vice President of Marketing, Marina Bay Sands.



The Marina Bay Sands[®] LEGO Architecture is a limited edition model. Products will be retailed at the Marina Bay Sands Hotel gift shop, located at Tower 2 hotel lobby, ArtScience Museum Shop and selected LEGO retailers in Asia, while stocks last.

About the LEGO Group

The LEGO Group is a privately held, family-owned company, based in Billund, Denmark. It was founded in 1932 and today the group is one of the world's leading manufacturers of play materials for children, employing approximately 10,000 people globally. The LEGO Group is committed to the development of children's creative and imaginative abilities. LEGO[®] products can be purchased in more than 130 countries. LEGO and LEGO logo are trademarks of The LEGO Group. ©2013 The LEGO Group.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

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