



LEGO president, Jorgen Vig Knudstorp, continually leads the company to success. He is the first non-family member in this position.



The LEGO Group is a privately held, family-owned company and one of the world's leading toy manufacturers.



This issue focuses on the 60th anniversary party of the LEGO brick, the unique foundation of the LEGO Group.

LEGO Newsletter

BRICK BY BRICK

CELEBRATING 60 YEARS OF IMAGINATION

A LOOK INTO THE LEGO ANNIVERSARY PARTY AND BRIGHTER FUTURE

Partly cloudy and 72 degrees, Nov.1, began with a drizzle and miraculously cleared just in time with sun shining through for incoming guests. Thousands of LEGO fans, families and community partners gathered at LEGOLAND in Carlsbad, Calif., to celebrate the 60th anniversary of the LEGO brick. Children raced around with balloons, played with LEGO bricks at stations and screamed in delight on the rides. Guests enjoyed special party favors and a slice of the huge, blue LEGO brick cake while joining in the celebration of LEGO's accomplishments.

At 10 a.m., Build-the-Best contest winners were announced and accepted their prizes. The contest, in honor of the anniversary year, required child participants to create a unique structure from 100 bricks or less. Categories were broken into three age ranges: 3- to 6-year-olds, 7- to 9-year-olds and 10- to 12-year-olds. The winners, Christie Miller (4), Katie Jones (9) and Stephen Smith (11) received a free two-day, two-night stay in Carlsbad, Calif. The prizes also included free passes to

LEGOLAND for them and their immediate family members. Permanent displays of the winning creations now reside at LEGOLAND for all visitors to appreciate.

12-year-old winner, Stephen, chose to build a rendition of the twin towers. After hearing about the tragic incident from his parents and teachers, Stephen wanted to honor those heroes.

9-year-old winner, Katie, wants to be either a teacher or a news reporter when she grows up. Her beautiful classroom built out of LEGO bricks impressed judges, and her creative personality certainly showed through.

4-year-old winner, Christie, built a colony on Mars for her submission. Her plans to become an astronaut inspired this unique creation. She wants a place to exist for people to go in case we can no longer live on earth.

After contest winners received their prizes, excitement rose as the awaited President Barack Obama entered and



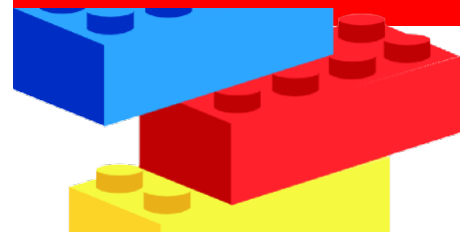
spoke about LEGO's impact. Obama mentioned that his own daughters played with LEGO sets when they were younger and he looks forward to many more anniversary celebrations.

"We celebrate 60 years of individual expression and creativity made possible by this dedicated company."



SPECIAL APPEARANCE FROM PRESIDENT BARACK OBAMA

LEGO MISSION Vision and Values



LEGO appreciates President Obama's support to our company and kind words during the big celebration. Obama passionately endorses LEGO's vision for the future. Guests cheered along with Obama's words and many took advantage of the photo opportunities throughout the day.

LEGO president, Jorgen Vig Knudstorp, also gave a speech at the event, noting the various accomplishments of LEGO

throughout the years.

"We at LEGO have been privileged to spawn 60 years of creativity in children of all ages in nearly every country on the planet."

For 60 years, the innovative LEGO brick has inspired children around the world. We firmly believe that "good quality play" enriches a child's life and acts as a key element for child growth and development.

LEGO products stimulate the imagination and emergence of ideas. Fun, high quality and safe products remain the focal point for the LEGO Group throughout the years and continues to this day, 82 years after the foundation.

In honor of the anniversary year, LEGO released limited-time, specialty bricks in neon shades of tangerine, lime, fuchsia and lemon. Party guests received

'Inspire and develop the builders of tomorrow'

Our ultimate purpose is to inspire and develop children to think creatively, reason systematically and release their potential to shape their own future. In turn, they may experience the endless human possibility.



INSPIRING CREATIVITY FOR 60 YEARS

these new products in their favor bags.

Now with over 22 products lines and locations in more than 29 countries, LEGO prevails as a household name worldwide. We want to leave a positive impact through respect to children, stakeholders, society and the environment. LEGO commits to caring for the environment and the society that children will inherit, and to inspiring and developing the builders of tomorrow.

The successful 60th anniversary party began a year of celebration for LEGO. With our consumers, fans and community partners, we acknowledge the innovation of founder Ole Kirk Kristiansen and the years of imaginative play that he inspired. We look forward to many more anniversaries!

Visit our website for more information at www.lego.com and check out our social media pages for building inspiration!





Twitter Tweet: Check out the latest newsletter on the 60th anniversary party and building a better community
http://lego.com/blog/newsletter_fall_2015



Facebook Post: Our Fall 2015 newsletter is here! Check out the latest issue on the 60th anniversary party of the LEGO brick and building a better community. Visit our blog for the PDF version
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