

JANUARY-FEBRUARY 2001



MANIA™ Magazine

THE LEGO CLUB • THE OFFICIAL
MAGAZINE OF

COOL Contest!!

see page 22



SNEAK PREVIEW



ISLAND 2 THE BRICKSTER'S REVENGE

SPECIAL OFFER

see back page



MAC TO BASE!!
THERE IS NO LIFE
ON MARS.

NEW LIFE ON MARS

www.LEGO.com/mars

YOU'RE ON A

YOUR MISSION:

Explore Mars and find a place where space settlers can live. But be careful, mysterious life forms have been picked up on the scanner. These life forms fly ships that turn into powerful mech suits. They search for biodium meteorites, a secret source of energy. They use their advanced technology to protect their planet. Good luck on your encounter.

THE CREW FOR YOUR MISSION...

DOC

Doc is a super space scientist. He designed the Solar Explorer that is going to Mars.



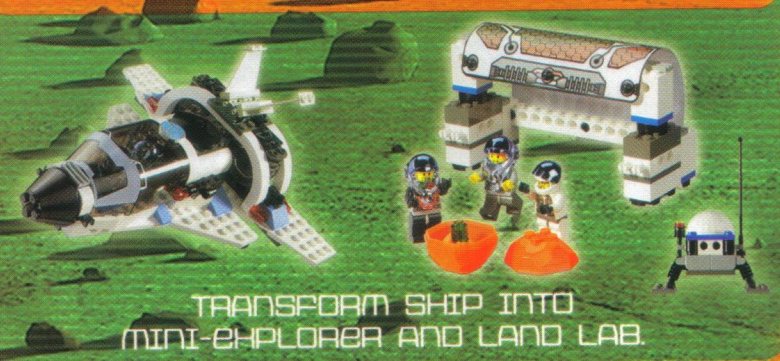
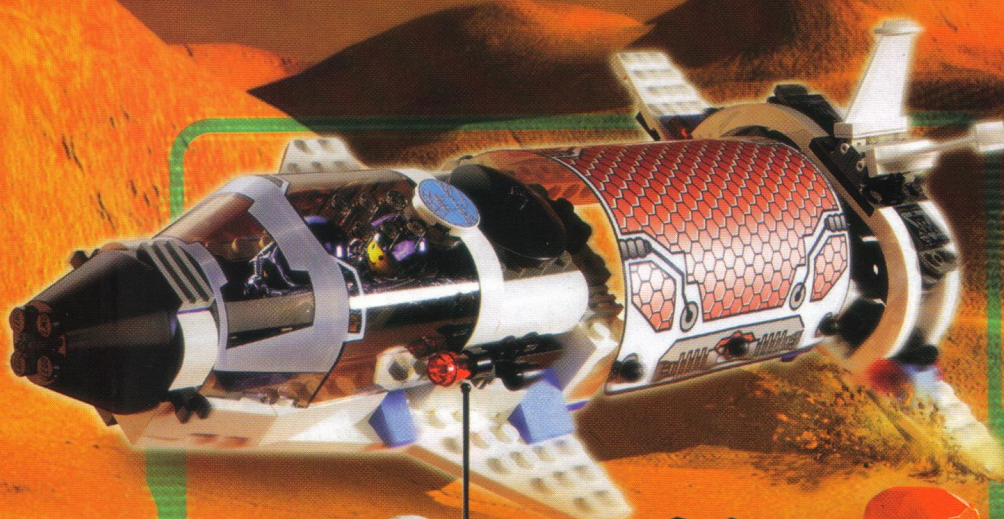
MAC

Mac is Earth's best space pilot. He has spent more time in space than any other human. Mac is also the mission's top mechanic.



7315 SOLAR EXPLORER

The Solar Explorer is the first spaceship built by humans that can travel across the solar system. But the big ship is more than a spaceship. On Mars, the body of the ship becomes a portable lab for the explorers.



TRANSFORM SHIP INTO
MINI-EXPLORER AND LAND LAB.

7312 T3-TRIKE

The T3-Trike is the explorers' surface rover. Its bubble canopy gives explorers an excellent view of the red planet.



MISSION TO MARS...

IDENTIFIED LIFE FORMS...

BB

Ever since he was a baby, BB was interested in space. BB won a worldwide space explorer contest and the prize was a trip to Mars!



ASSISTANT

The crew's all-around helper is eager to assist in any job. He loves to pick up Martian rocks for his rock collection.



RIEHEL (say re-gull)

Riegel is the royal ruler of the red planet. Just like the star he is named for, Riegel is a giant star of the Martians. Riegel is a tough leader who keeps everyone digging for biodium.



CASSIOPEIA

(say cass-ee-o-pe-a) Cassie, Rigel's daughter, is one of the brightest young Martians. She is already an expert on tube technology and robot transformation.



ANTARES

(say an-tar-ease) Antares is the Martian inventor who created the Aero Tube Hanger. When his inventions don't go well, Antares gets angry. His face turns as red as Mars.



ALTAIR (say all-tar)

Altair is one of the younger Martians. He listens to strange music and drives his RP Cruiser too fast. Even so, he is one of the best pilots on Mars. His name, like the star Altair, means "The Flying Eagle."



7314 RECON-MECH RP

This big, red mech really works hard. It uses its flexible arms to blast open meteorites and pick up biodium crystals. Transforms into a low-altitude spacecraft.



FLIGHT
MODE

LOCATION: MARS
SECTOR: 6
QUADRANT: H
LIFE FORM SCAN:
IN PROGRESS...

LIFE ON
MARS



FLIGHT
MODE

7311 RED PLANET CRUISER

Altair cruises over the red planet in this cool robot. It can walk along the surface, hop over craters, and run through canals. Turns into a low-flying spacecraft when the terrain gets rough.



TRANSFORMS
INTO SHIP



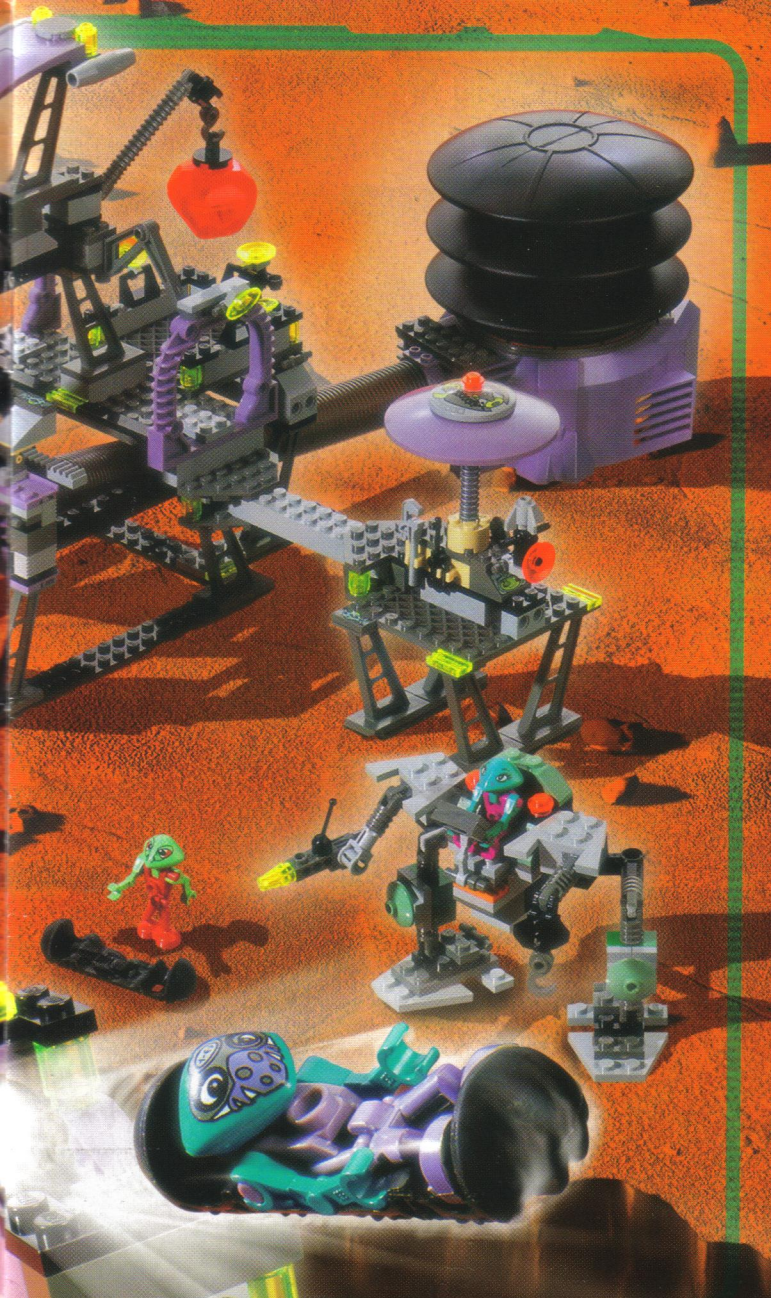
7317 AERO TUBE HANGAR

All Martians like hanging around the Aero Tube Hangar. In the hangar, biodium meteorites are unloaded and opened. The hangar is always filled with working robots and flying spaceships.



7313 RED PLANET PROTECTOR

Nothing gets past the Red Planet Protector. It is loaded with lasers, sensors, and secret surprises. When fully armed, it is an awesome sight. Transforms into different shapes when danger threatens.



PUSH DOWN ON THE AIR PUMP AND THE MARTIANS FLY THROUGH THE TUBES TO THEIR SHIPS.

TWIST AND PUSH AGAIN AND THEY RETURN TO THE MAIN BASE.



LIFE ON MARS



Get a **FREE LEGO®**
LIFE ON MARS
"Alien Encounter"
Kit From Quaker!

Send in 24 empty packets from boxes of Quaker Instant Oatmeal plus \$1.99 (includes shipping & handling) to receive your **EXCLUSIVE LEGO** kit! (approximate retail value \$5.99) This special LEGO Life on Mars kit is only available with this offer. See specially marked Quaker Instant Oatmeal packages for details!

LEGO **LIFE ON MARS**

"ALIEN ENCOUNTER" KIT



Offer expires 8/31/01.
 Offer good in the U.S.A. only.

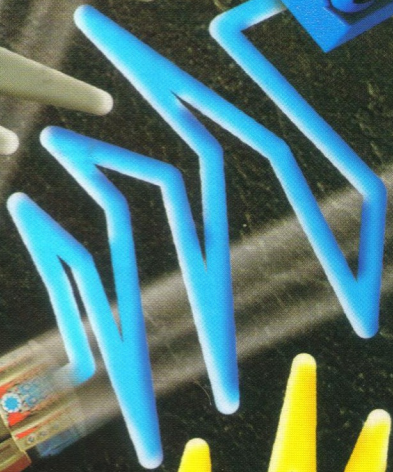
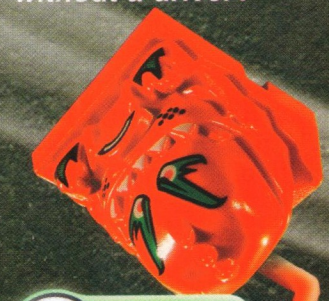
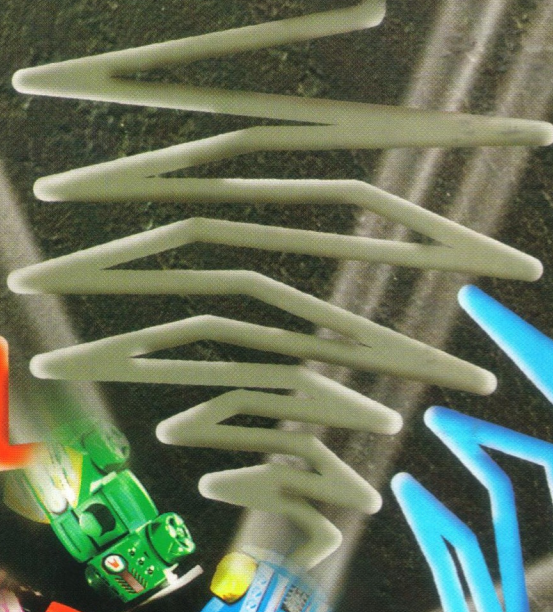
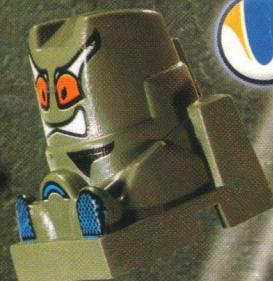
©2000 The Quaker Oats Company.

Get Ready for the

LEGO RACERS

Launch 'em, race 'em, crash 'em, and collect 'em! Hit the high-speed launcher and watch these new Racers fly. But sometimes these high-flying hot-rodders don't look where they are going and CRASH!... the drivers fly out of their cars.

You can help the racers get back to their cars. Use a different colored marker for each driver. Trace the safety line from the driver to his car. Can you find the car without a driver?



**Sneak
Preview**

LEGO **Software**

BACK BY POPULAR DEMAND!

HELP ME
SAVE LEGO® ISLAND!

Pepper

The Brickster

LEGO **ISLAND 2**
THE BRICKSTER'S REVENGE

See Pepper and the Brickster in an on-line comic adventure!
www.LEGO.com/adventures

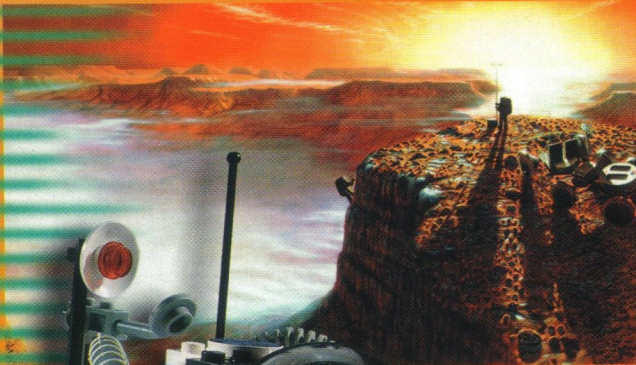
The Brickster is on the loose and LEGO Island is in danger! Only Pepper can keep the island from being destroyed, but he needs your help. Guide him through his most exciting adventure ever, recover the stolen Constructopedia, and put the Brickster back where he belongs!

Available on PC CD-ROM, Game Boy Color, and PlayStation® game console starting April 2001!

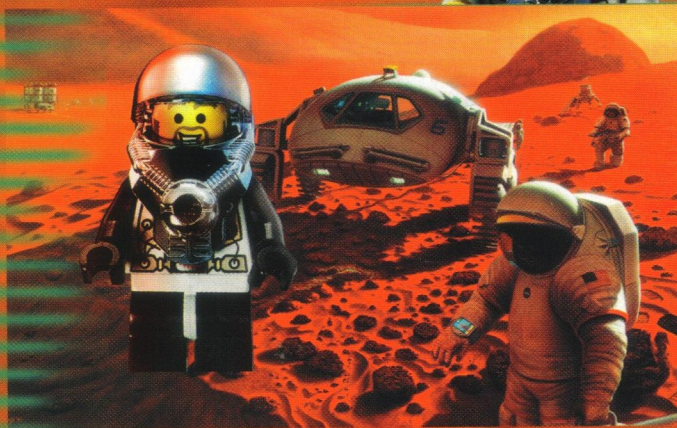
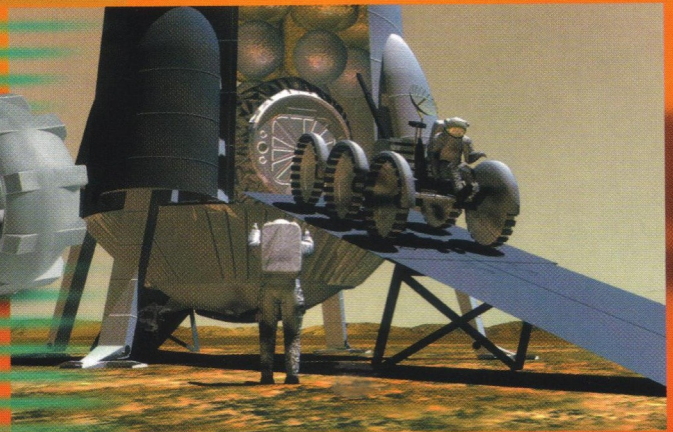
EXPLORE THE RED

Astronauts will find Mars to be a red, rocky planet. Dust particles in the air make the sky pink.

Astronauts will use rovers, like the T3-Trike, to get around the surface of Mars.



Item # 7312
T3-Trike



Like B.B., Doc, and Mac, astronauts on Mars will explore new lands, risk new dangers, and learn new facts about the planet and the galaxy!

The Sun

Mercury

Venus

Earth

Mars

Jupiter

Saturn

Uranus

Neptune

Pluto



ING PLANET



Want to be a space explorer like Mac, Doc, and BB? If you have a few years to spare, you could be the first person on Mars. A trip to Mars and back could take 3 years. Even though Mars is Earth's next door neighbor, it's 35 million miles away! You have time to get ready for the trip, though, because it will be a while before humans reach Mars. Scientists are still working on ways to keep astronauts safe and healthy on long space trips. But NASA wants to learn as much as it can about Mars, so it has come up with other ways to explore the red planet.

The adventure begins in 2001. That's when the next spacecraft is set to blast off on its way to Mars. The mission is called 2001 Mars Odyssey, and the craft is the Mars Surveyor 2001 Orbiter. Once it reaches orbit around Mars, the ship will start studying the planet's surface. Then in 2003, NASA will send two surface rovers to Mars. The size of a golf cart, each rover will roll over the planet like a T-3 Trike. The robot rovers will send pictures back to Earth and study rocks.

www.LEGO.com/mars

MARS TIMELINE

1610 – Mars first spotted through a telescope by Galileo.

1666 – Polar icecaps of Mars sighted by Italian astronomer Cassini.

1895 – “Canals” believed to be sighted on Mars.

1938 – “War of the Worlds™” radio show convinces thousands that Martians have invaded Earth.

1965 – “Mariner I” does the first successful Mars flyby.

1971 – Russian ship “Mars 3” lands on Mars; stops working 20 seconds later. “Mariner 9” orbits Mars.

1975 – “Viking Landers” 1 and 2 reach Mars, sending back pictures of the planet's surface.

1996 – Mars Global Surveyor and Mars Pathfinder send back scientific data.

1999 – Signal from Mars Polar Lander lost just after it enters the atmosphere. Contact lost with Deep Space 2 probes, sent to penetrate the surface of Mars.

2001 – Mars Odyssey scheduled to be launched in 2001, to orbit Mars for three years.

Take the LIFE ON MARS Creative Coloring Challenge

Draw and color a picture of what you think Mars looks like, including any aliens or vehicles you think might be there – and your picture could be part of the LEGO® Life on Mars Encounter Truck Tour!

Just send in an 8.5" by 11" colored picture, along with your name, address, and age. Your picture might be one of five chosen to hang in the Kids Art Gallery of the LEGO® Life on Mars Encounter Truck Tour as it cruises across the country this summer. Plus your name and picture will be posted on the web at www.LEGO.com, and your name will be listed in a future issue of LEGO Mania Magazine.

**Send your picture to:
LEGO Life on Mars
Creative Coloring Challenge
P.O. Box 1625
Enfield, CT 06083-162**

Pictures must be received by March 8, 2001.

Mars is called “the red planet.” Rust particles in the soil give the planet's surface its red color.

LEGO

LIFE ON MARS

FIRST CONTACT

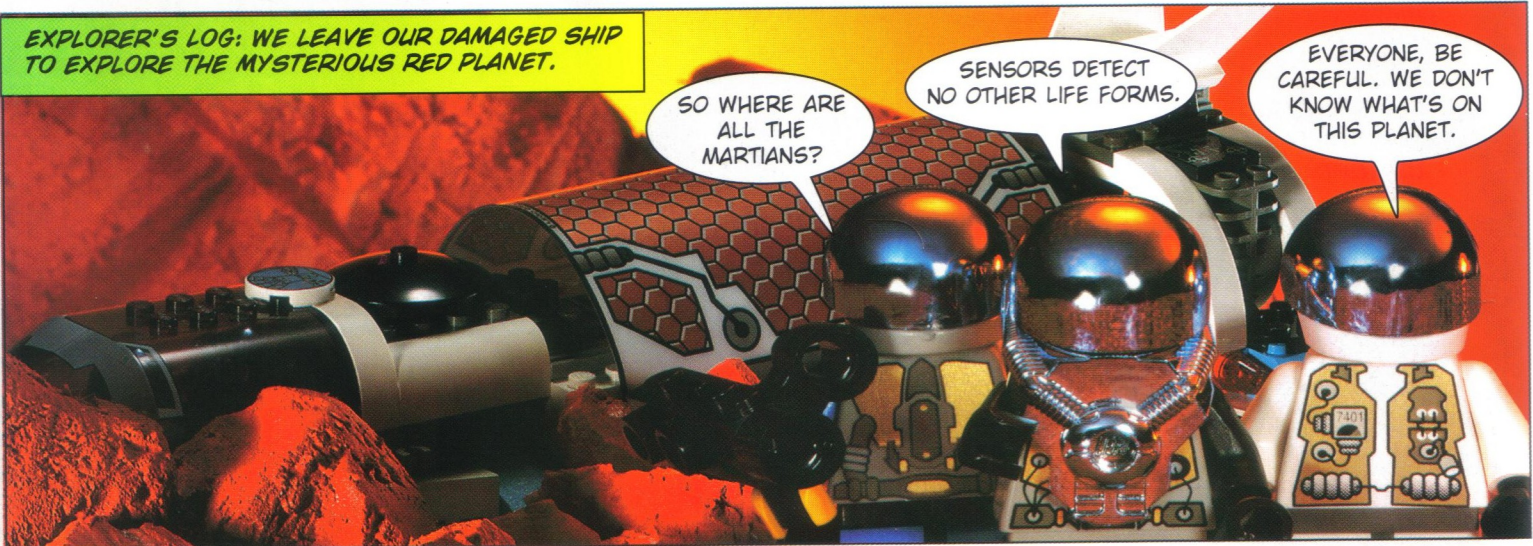
EXPLORER'S LOG: OUR SOLAR EXPLORER STREAKS TOWARD MARS. STRANGE METEORS FLY AROUND US.



I CAN'T BELIEVE WE'RE GOING TO BE THE FIRST PEOPLE ON MARS!

HANG ON, IT'S GOING TO BE A ROCKY LANDING!

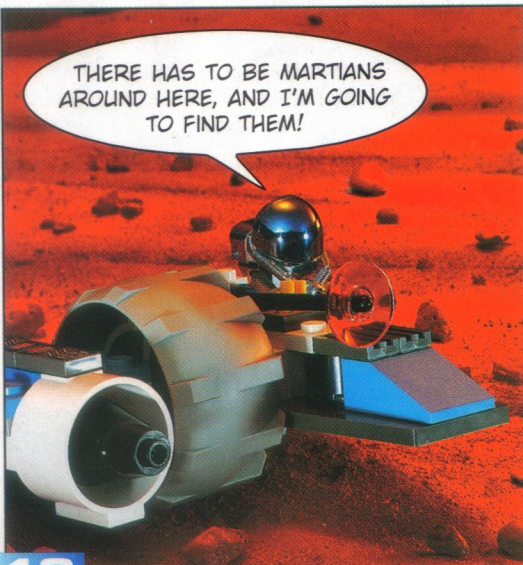
EXPLORER'S LOG: WE LEAVE OUR DAMAGED SHIP TO EXPLORE THE MYSTERIOUS RED PLANET.



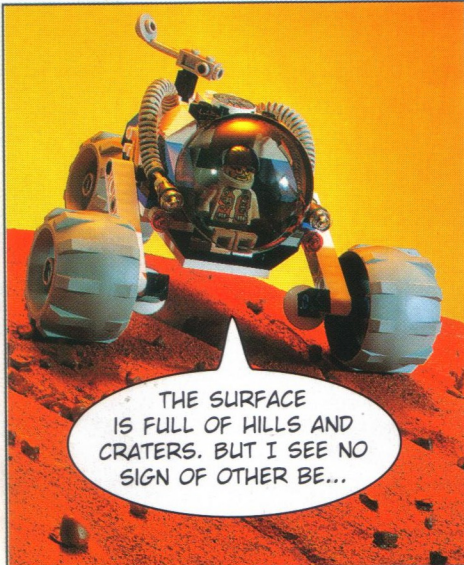
SO WHERE ARE ALL THE MARTIANS?

SENSORS DETECT NO OTHER LIFE FORMS.

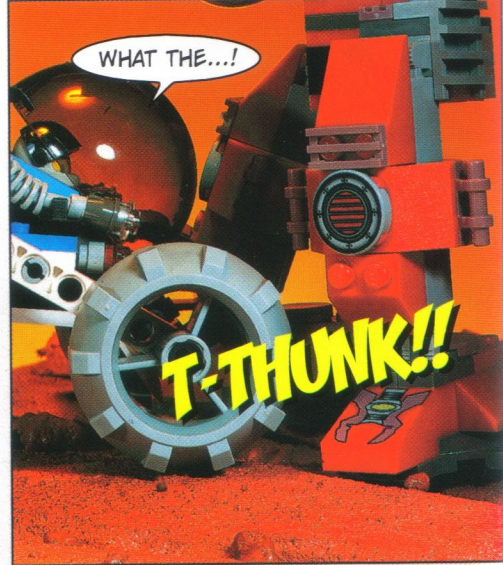
EVERYONE, BE CAREFUL. WE DON'T KNOW WHAT'S ON THIS PLANET.



THERE HAS TO BE MARTIANS AROUND HERE, AND I'M GOING TO FIND THEM!

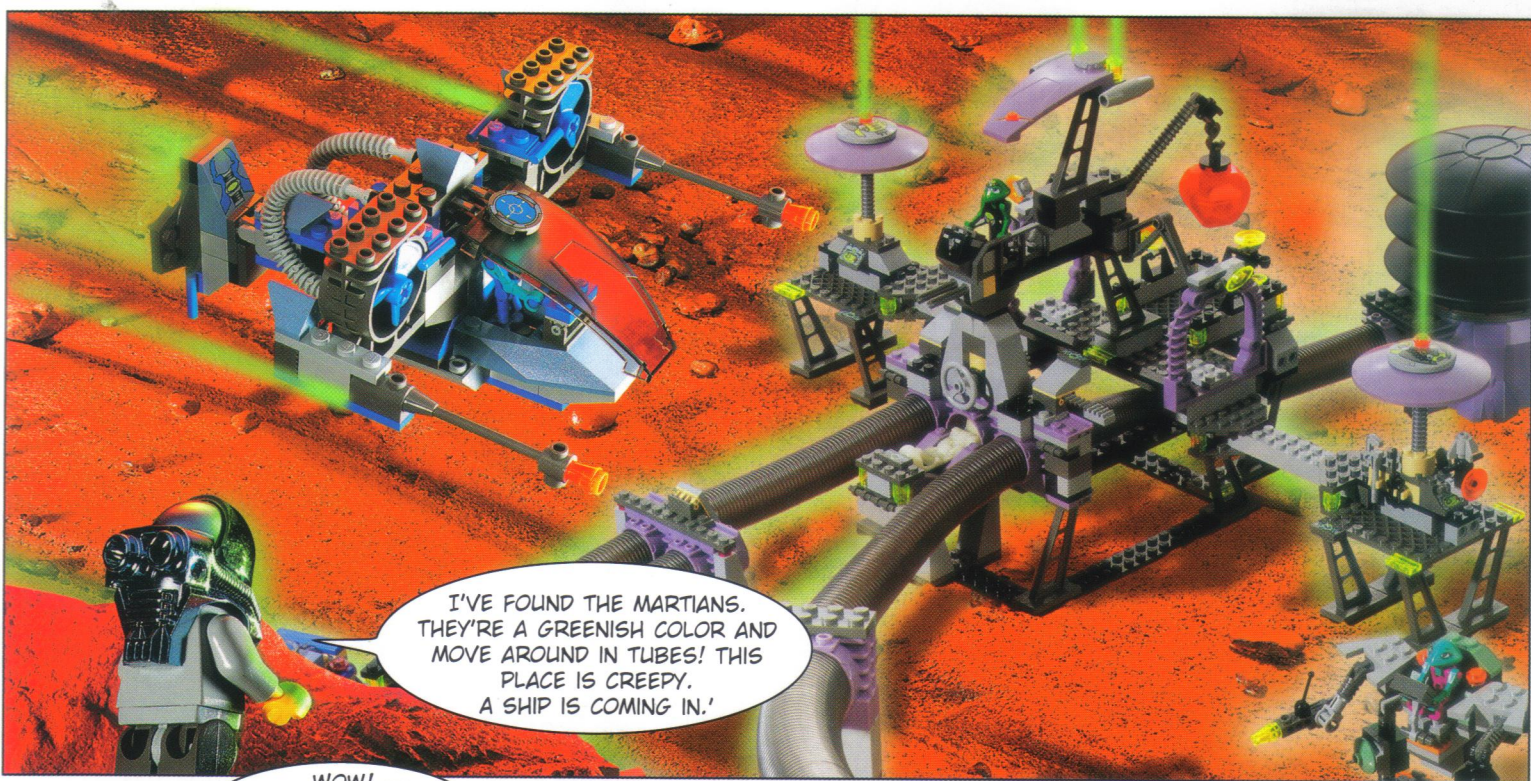


THE SURFACE IS FULL OF HILLS AND CRATERS. BUT I SEE NO SIGN OF OTHER BE...

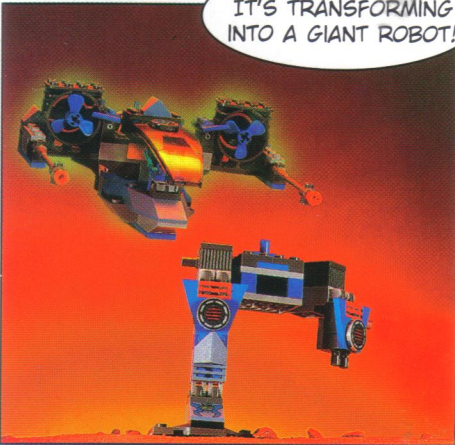


WHAT THE...!

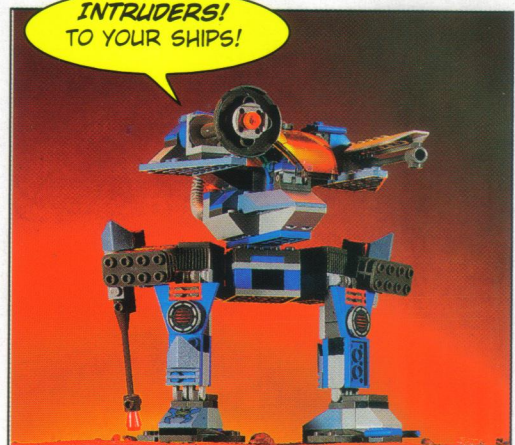
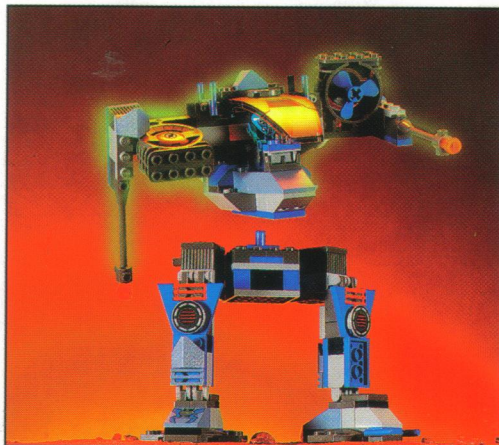
T-THUNK!!



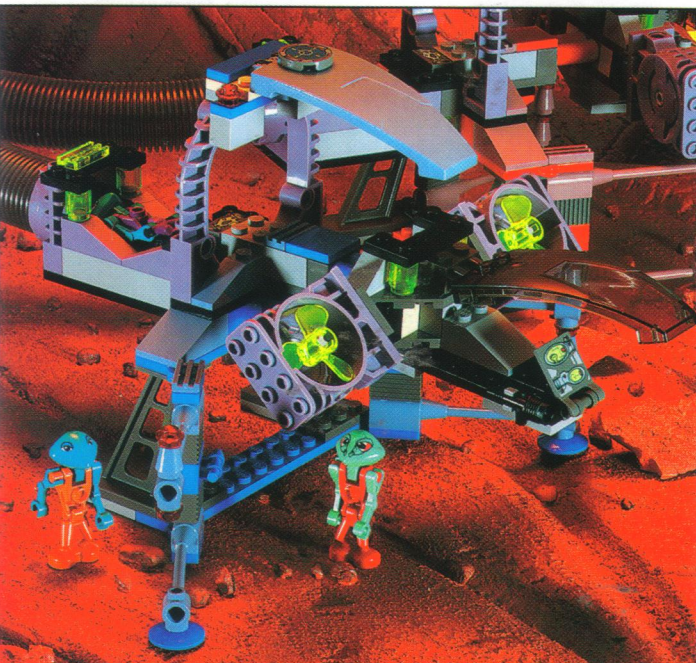
I'VE FOUND THE MARTIANS. THEY'RE A GREENISH COLOR AND MOVE AROUND IN TUBES! THIS PLACE IS CREEPY. A SHIP IS COMING IN!



WOW! IT'S TRANSFORMING INTO A GIANT ROBOT!



INTRUDERS! TO YOUR SHIPS!



EXPLORER'S LOG: WE HAVE MADE CONTACT WITH THE MARTIANS.



WELCOME TO MARS, EARTHLINGS. HA, HA, HA!

THERE'S ALWAYS LOTS OF ACTION HAPPENING AT THE LEGO STUDIOS BACKLOT...
LET'S TAKE A TOUR!

BACKLOT TOUR



LOOK OUT BELOW!!

1353 CAR STUNT STUDIO



DON'T WORRY BABY DINO, WE'LL FIND YOUR MOM.

OR SHE'LL FIND YOU!

1352 EXPLOSION STUDIO

YIKES! DON'T BLOW IT UNTIL I'M GONE!!

1354 DINO HEAD ATTACK & 1357 CAMERAMAN

BETTER HURRY THEN! 3...2...1... ACTION!

HEY! GREAT COSTUME!

WHAT COSTUME!?

LOST DINOS

Casting has a call for baby dinos needed today for LEGO Studios latest movie "DINOCOP". The babies are wandering around the lot. Help security and see how many you can find!



THIS SCENE IS GOING TO LOOK GREAT!

1351 MOVIE BACKDROP STUDIO

I WANT A RAISE!!

1356 STUNT MAN CATAPULT

1355 TEMPLE OF GLOOM

CAN'T THE STUNT GUY DO THIS!?

OKAY, GRAB THE RUBY AND RUN!

STUDIOS



maniac madness

Send a photo of your model to:
MANIAC Madness
LEGO Club
 P.O. Box 1308
 Enfield, CT 06083-1308

Remember to include your name, address, age and model name. Pictures will not be returned, so take an extra photo for yourself!

Super Dozer
 Alex Baierl, age 10
 of Wisconsin

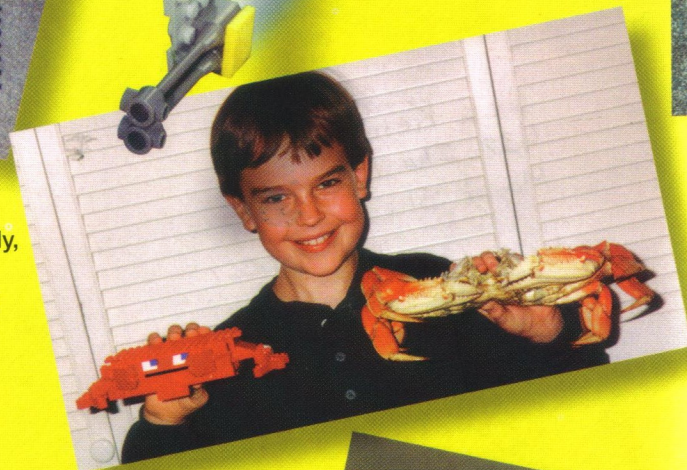


Skyspin Ride
 Yaejee Cho,
 age 6
 of New York

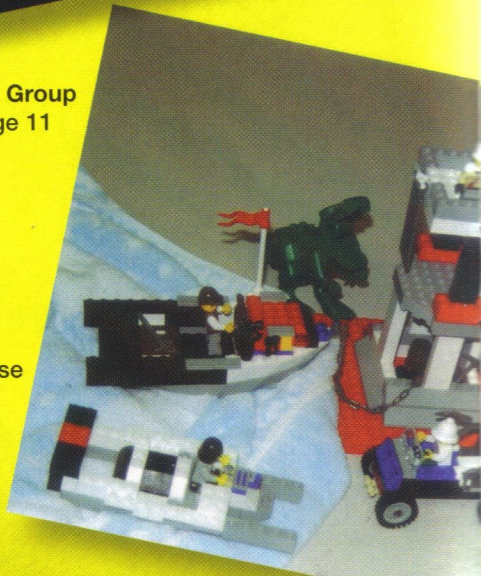


Spins around in action with battery motor!

Nick's Crab
 Nick Kennedy,
 age 10
 of California



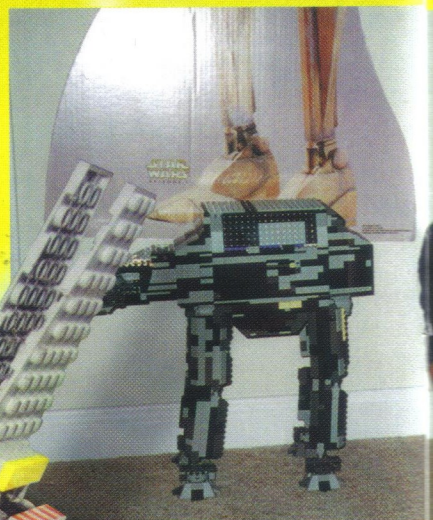
Dino Research Group
 Ray Salmon, age 11
 of Oklahoma



Dragon Spring Castle
 Monika M. Shouse
 of New York



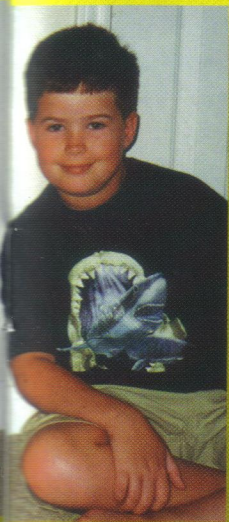
AT-AT Imperial Walker
 Sean Sperry,
 age 10 of Texas



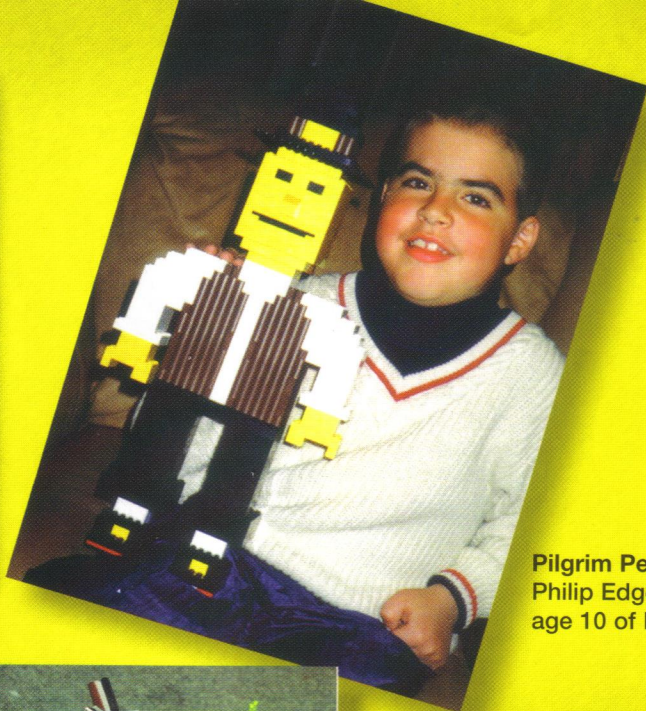
Rebel Transport
 Jordan, age 10
 of North Carolina



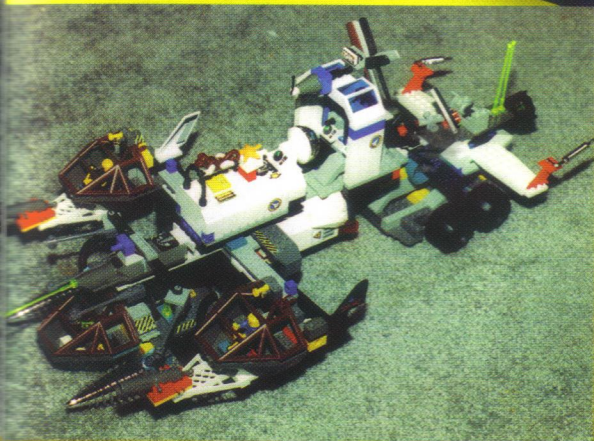
Super Chrusher
 Evan Meyer, age 10
 of Nebraska



LEGO Leo
Leo Kirsch, age 9
of Illinois



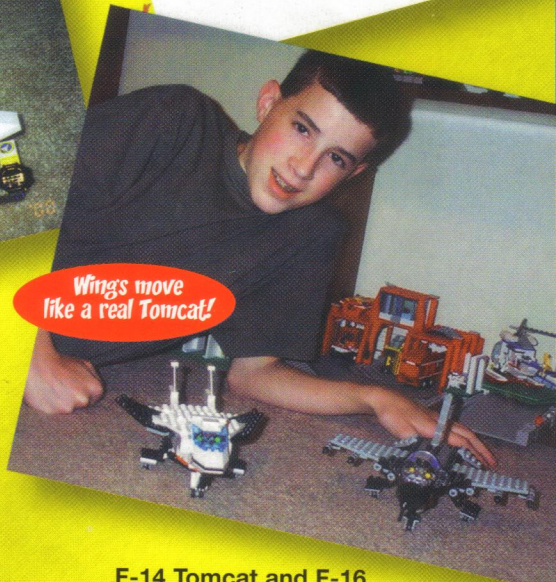
Pilgrim Pete
Philip Edgerley,
age 10 of Illinois



Gundam Battler
Type X
Jordan Yee, age 9
of California

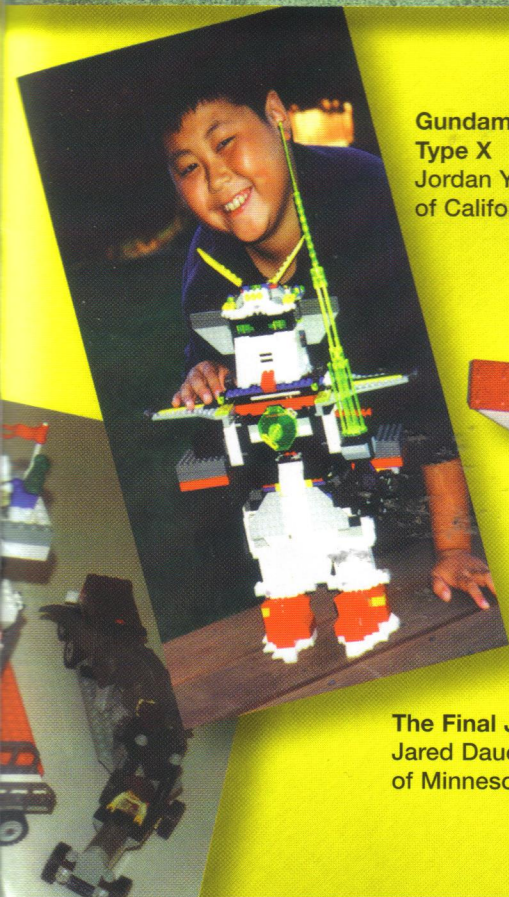


Super Space Station
David Xu of California



Wings move
like a real Tomcat!

F-14 Tomcat and F-16
Fighting Falcon
Anthony Horsman, age 15
of Kentucky



The Final Judge
Jared Dauer, age 14
of Minnesota



Go to www.LEGO.com to see more
creations by other kids just like you in
the website gallery!

For Kids
By Kids



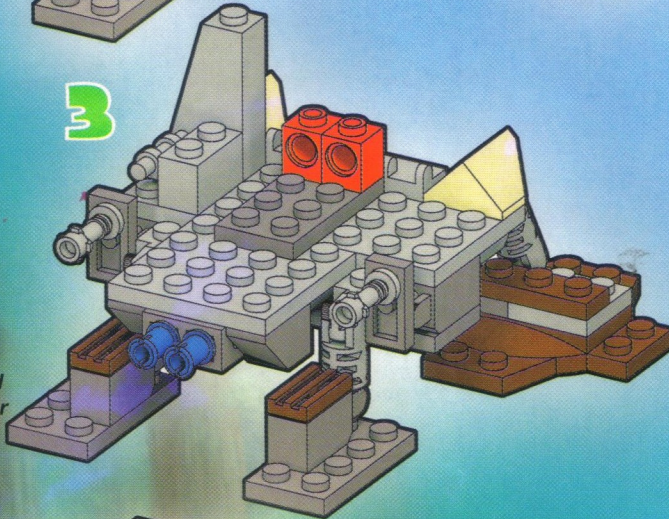
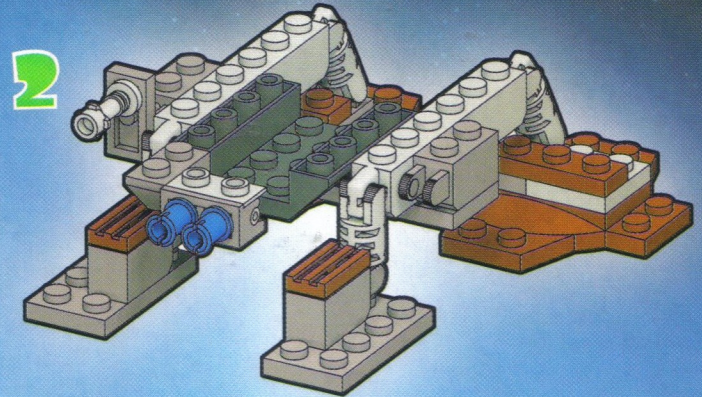
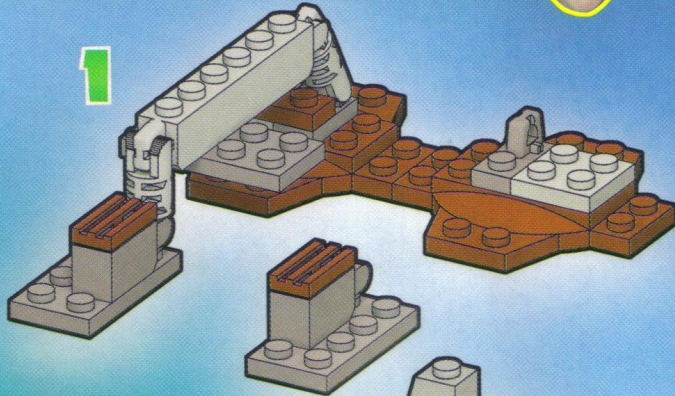
YOU CAN BUILD THIS..

Your original model could be featured in LEGO® Mania™ Magazine.
Send a photo of your model to:
LEGO CLUB
"YOU CAN BUILD THIS..."
P.O. BOX 1308
ENFIELD, CT 06083-1308
Club members featured will receive a free LEGO set
of their choice (up to \$100 value).

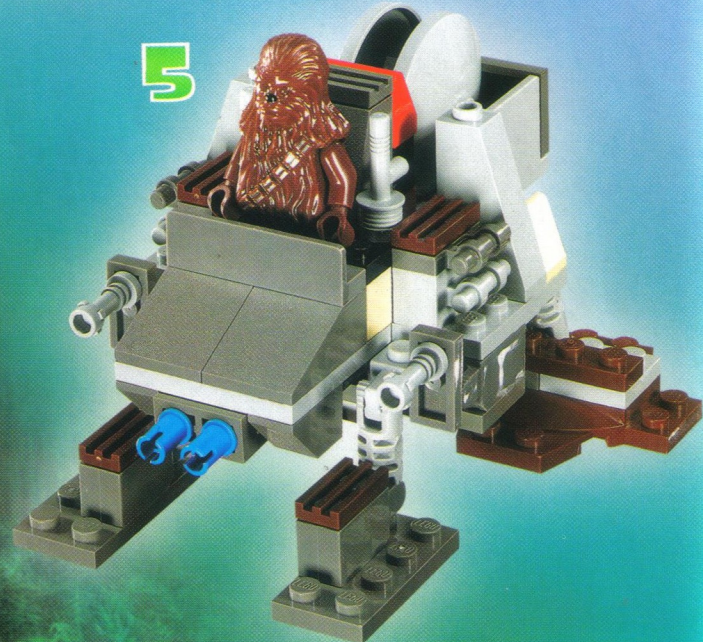
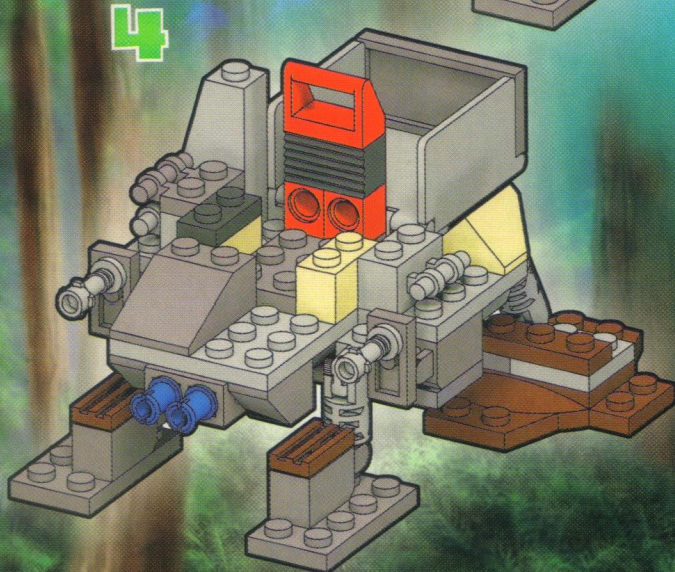


Club member Aaron Flanders, of Florida, inspired our model designers to build the Wookiee Walker.

STAR WARS™ WOOKIEE WALKER



Use pieces from your own LEGO collection or you can find all the pieces you need to build the Wookiee Walker in #7127 Imperial™ AT-ST



DROIDS AND DANGER!

Build these *Star Wars* characters and have a blast! C-3PO has seen his share of stormtroopers in his adventures with R2-D2. He has been chased, captured, and blasted by these Imperial bad guys.



Head turns and arms move.

C-3PO stands over 30 cm tall.



Head moves.

Fingers move. Blaster fires.



Turn the wheel and arms move.



Blast C-3PO and he falls apart.

© 2000 Lucasfilm Ltd. & TM. All rights reserved. Used under authorization. Official Star Wars Web Sites: www.starwars.com www.starwarskids.com

Star Wars FACTOIDS:

- Luke Skywalker rescued Princess Leia from the Death Star by disguising himself as a stormtrooper.
- C-3PO was first built by Anakin Skywalker, Luke's father.

LEGO TECHNICAL

STAR WARS

TAKE A WILD RIDE ON SPELLBREAKER!!

Spellbreaker, the first suspended dual-track rollercoaster of its kind in the U.S., is now open at LEGOLAND® California! The action-packed ride swings through the air at 18 mph past LEGO brick spiders, bats, a 4 1/2 foot skeleton, and an animated LEGO witch!

Spellbreaker is located in the Castle Hill Block of the Park. Two riders apiece can climb into special "Air Chariots" and swing and sway as they fly around the track. The track is a full 145 broomsticks long (6,900 feet) and 42 feet high.

FUN FACTS ABOUT SPELLBREAKER

- Four Master Builders took 580 hours to make all the LEGO brick models decorating the ride.
- 14,410 LEGO bricks were used in the models.
- Spellbreaker made its first spooky run on a very spooky day - Friday October 13th, 2000!

You'll find Spellbreaker and lots of other exciting rides, shows, and special events at LEGOLAND California in Carlsbad, California. To find out more, visit www.legoland.com today!



LEGO

LEGOLAND

CALIFORNIA

TIPS
from
the
MODEL
SHOP

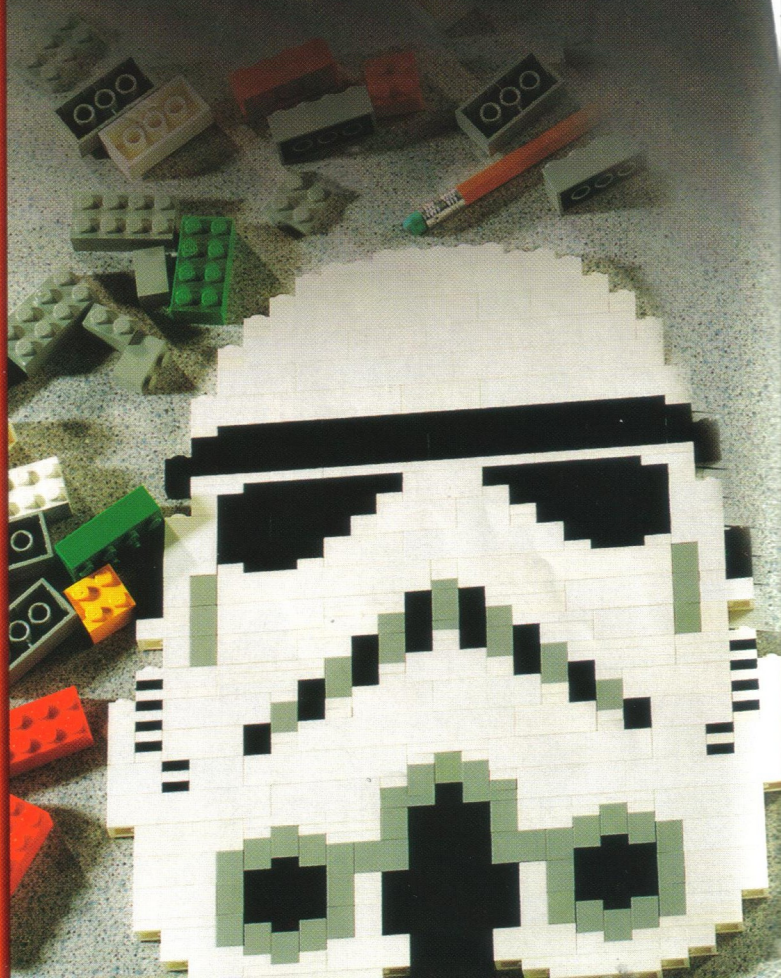
BRICK PAPER

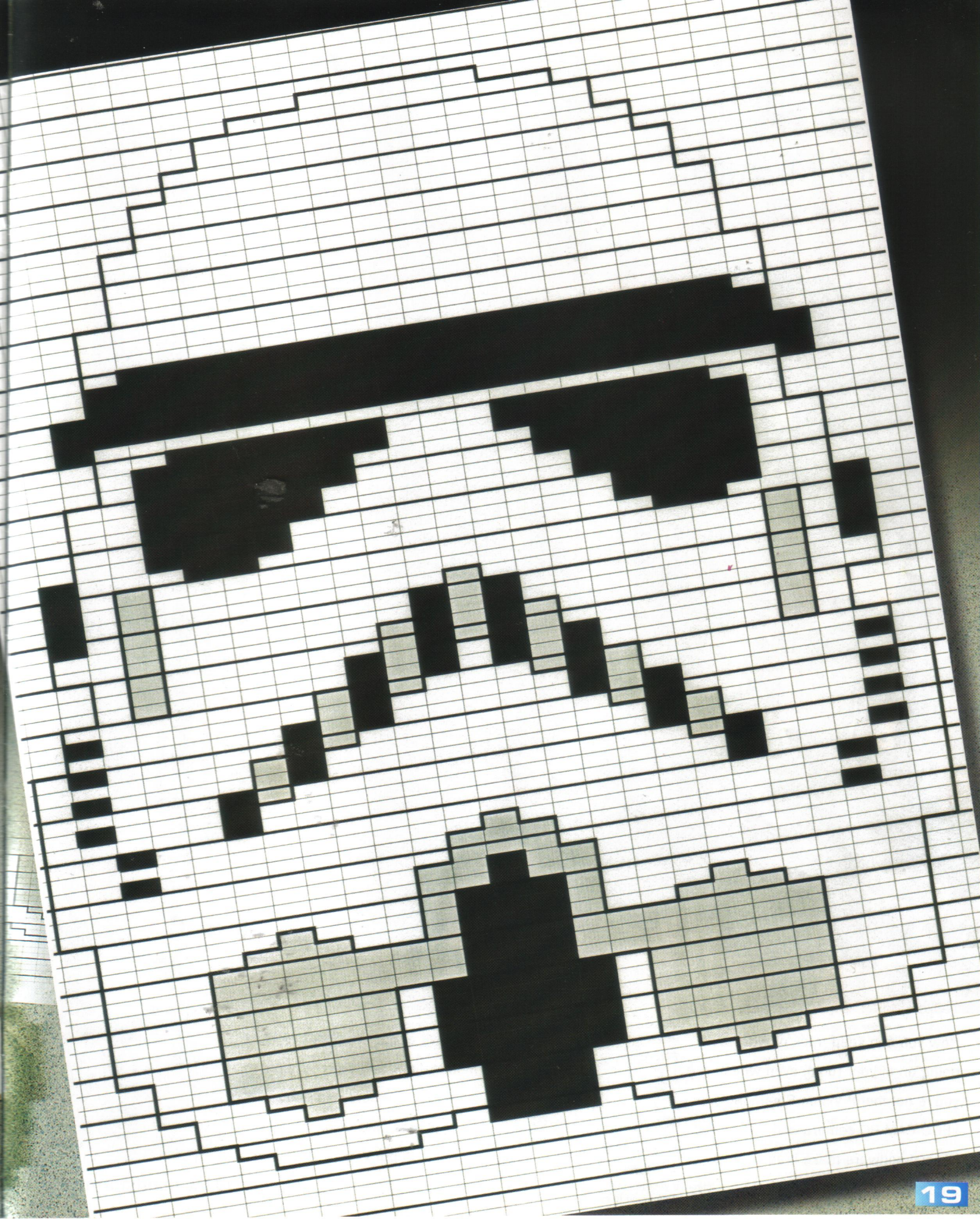
Ever wonder how professional LEGO® model builders get all those great curves and shapes into their creations? The trick is something called brick paper. Brick paper is a special kind of graph paper designed to help plan LEGO models.

Now you can get brick paper just like the LEGO model builders use! Visit the LEGO web site at www.LEGO.com/graph.

Brick paper is divided into segments that are exactly the size of LEGO plates. You can see a sample of a Stormtrooper face done on brick paper on this page. If you look at the brick paper closely, you'll notice that every third line is a little bit darker than the other two. When three plates are stacked together, they equal the size of one LEGO brick.

Try building the Stormtrooper face based on the brick outline. All you need are black, gray and white elements from your collection. When you're done, you'll have a model sure to keep the Rebels out of your room!





LEGO MINDSTORMS

VISION COMMAND

CREATE ROBOTS THAT SEE

The Briefing

Every good secret agent needs a briefing to understand the mission. With Vision Command, that means programming your Vision Command system the way you want. Set up your LEGO CAM to spot movement, changes in light, even particular colors - then decide how you want it to react. Step-by-step instructions make it easy to program, and LEGO pieces let you build a base for your LEGO CAM.

The Action

Your LEGO CAM is ready to look for intruders -and you choose what you want to happen when it spots one. Your LEGO CAM can:

- Snap a picture of the intruder.
- Capture the action in your room on video.
- Sound an alarm, play a sound effect, or even play music!



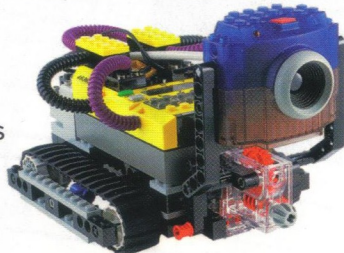
When you get home, you can play the video or review the photos, because they're saved right on your computer. You'll have all the evidence you need to crack the case!

The Wrap-Up

With the mystery solved, you and Vision Command can relax. Use the LEGO CAM to snap photos of yourself and send them in e-mail to your friends. Make a music synthesizer that plays with a wave of your hand. And if you have the Robotics Invention System (sold separately), you can even integrate Vision Command with your creations and build robots that see!

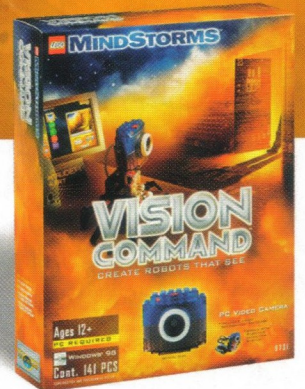


Now you can keep track of what's going on in your room, even when you're not there! Vision Command's LEGO CAM PC camera and special software make it as cool as a superspy, and twice as



Integrate your Robotics Invention System with Vision Command to create robots that see!

effective at guarding your room. Motion, light, and color sensors mean your camera can react to what it sees, and take fast action! It's easy to put Vision Command on the case.



www.mindstorms.com



DANNON
Danimals
FLIP YOUR LID
FOR THE LEGO
INSTANT WIN GAME



over 20,000
other prizes!

GRAND PRIZE
TRIP FOR 4
TO LEGOLAND®
CALIFORNIA
 Valued at \$4,000

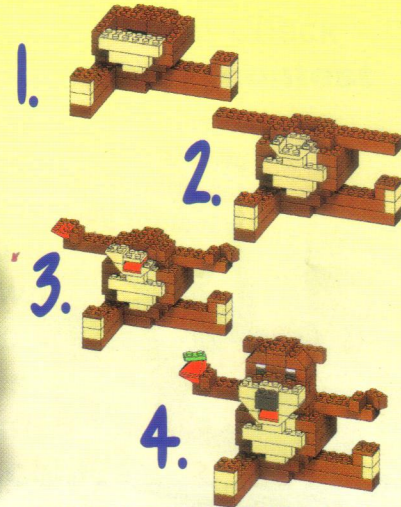
100 1ST PRIZES
LEGO MANIAC PACKS Valued at \$100



PLUS
20,000 2ND PRIZES
LEGO SYSTEM BUILDING KIT
 Valued at \$3-\$5



GO WILD WITH
LEGO BRICKS
BUILD THE DANIMALS®
BROWN BEAR



WANT SOME MORE HINTS?
 You can go to
WWW.LEGO.COM/DANNON
 for step-by-step instructions!

1. HOW TO PLAY: No Purchase Necessary. Instant Win Game message can be found under the foil lids of individual containers in specially marked DANNON® DANIMALS® and DANNON® SPRINKLINS® lowfat yogurt multi-packs. To play, gently peel back foil lid and look on back for game message. If you are a winner you will find a description of the prize you have won, subject to verification of the lid. If you are not a winner, the lid will state, "Please try again in the Flip Your Lid For LEGO Game and keep enjoying the great taste of DANNON®".

NO PURCHASE NECESSARY: One free game lid and Official Rules are available by mailing a self-addressed, stamped #10 envelope to: DANNON® Flip Your Lid For LEGO Instant Win Game Free Game Piece, P.O. Box 6615, Saddle Brook, NJ 07663-6615, postmarked by April 1, 2001 for receipt by April 6, 2001. (VT residents may omit return postage.) Only one request per outer First Class postage-paid envelope. You may also obtain one free game lid and Official Rules by calling: 1-877-326-6668. Limit of one call per day per person per household. 2. GAME DATES: Game begins on or about February 4, 2001 and is scheduled to end April 1, 2001, or upon distribution of all specially marked lids. 3. PRIZES - APPROXIMATE RETAIL VALUE/ODDS OF WINNING: (2) Grand Prizes: A Trip for (4) to LEGOLAND, CA for 3 days/2 nights. Prize consists of car rental, hotel accommodations, round-trip coach air travel from major airport near winner's residence, a LEGOLAND VIP tour, and LEGOLAND food and merchandise vouchers - (ARV: \$4,000), Odds 1: 2,000,000. (100) First Prizes:

LEGO® Maniac Pack - (ARV: \$100), Odds: 1: 40,000. (20,000) Second Prizes: LEGO® Sets - (ARV: \$3-\$5), Odds 1:200. LEGO® Sets vary, prize distribution will be determined randomly. Unclaimed prizes will not be awarded. 4. HOW TO VERIFY AND REDEEM: RINSE CLEAN your winning game lid and sign your full legal name on the game lid. Print your name, street address (no P.O. boxes), city, state, zip code, and daytime and evening phone numbers on a 3" x 5" card, and mail card with original winning lid to one of the following appropriate addresses (depending upon which product winning lid was obtained from): If the winning lid is from a DANIMALS® pack, send it to, DANNON® Flip Your Lid For LEGO DANIMALS® Prize Claims, P.O. Box 6613, Saddle Brook, NJ 07663-6613; or, if the winning lid is from a SPRINKLINS® package, send it to, DANNON® Flip Your Lid For LEGO SPRINKLINS® Prize Claims, P.O. Box 6614, Saddle Brook, NJ 07663-6614. Prize claims must be received by April 30, 2001. Winners should make and retain a photocopy of the winning game lid before mailing; and it is suggested that Grand Prize claims be sent by certified mail, return receipt requested. Prizes, including travel documents, will be mailed to the address given. Allow 6 - 8 weeks for verification of prize claim and delivery. 5. PRIZE RESTRICTIONS: No cash equivalents or substitution of prizes except at the sole discretion of the Sponsor for prize of comparable or greater value. Prizes are non-transferable. If a Grand Prize Winner is not of age of majority in state of residence, prize will be awarded in name of parent or legal guardian. Grand Prize is subject to travel restrictions and blackout dates; and dates of travel are subject to approval of Sponsor. Travel must be completed by 12/31/01. Actual value of trip depends upon residence of winner and seasonal rates. Air travel is from major airport nearest winner's residence to San Diego, CA; and winner and guests must travel on same itinerary. Winners and guests are responsible for transportation and accommodation expenses to and from airport. Car rental is subject to rental agency terms and conditions. All federal, state, and local taxes, and all expenses related to the acceptance and use of the prizes not specified in these Official Rules are the sole responsibility of the winners. 6. OTHER CONDITIONS: The Dannon Company, Inc. ("Sponsor") and its agents are not responsible for lost, late, stolen, incomplete, illegible, mutilated, postage due or misdirected mail. You are not a winner until your lid has been verified and it is determined that you have complied with all terms of these Official Rules. Any game lids submitted that have been forged, altered, torn, defaced, tampered with, duplicated or are irregular in any way may be disqualified. Game lids are void if they contain any printing, mechanical, seeding, typographical or other errors, or are obtained other than through authorized channels. Sponsor is not responsible to award any prizes in excess of the numbers listed herein. In the unlikely event that more prizes are claimed than the stated number available in any prize category, Sponsor reserves the right to award the prizes in a random drawing from among all eligible and valid claims in such category. All game lids submitted become the property of Sponsor and will not be returned. Grand Prize Winners (or their parent or legal guardian if winner is a minor) will be required to execute an Affidavit of Eligibility, Liability Release and (where legal) a Publicity Release, which must be completed and returned within a specified time after date of notification or prize will be forfeited. Guests of Grand Prize Winners (or their parent or legal guardian if guest is a minor) will be required to execute a Liability Release, and where legal, a Publicity Release at least ten (10) days prior to the issuance of travel documents. 7. ELIGIBILITY: Game open to all legal U.S. residents except employees of The Dannon Company, Inc., LEGO Systems Inc., their affiliates, advertising and promotion agencies, and any other individual engaged in any way in the development, production, printing, distribution or execution of this game and the immediate family members or anyone living in the households of such employees or individuals. Void where prohibited or restricted by law. 8. LIABILITY RELEASE: Prize acceptance constitutes participants' agreement (a) to release, discharge and hold harmless The Dannon Company, Inc., LEGO Systems Inc., their affiliates, subsidiaries, and advertising agencies, and Alcone Marketing Group from any liability, claims, losses and damages arising out of their participation and the acceptance, use, misuse or possession of any prize received in this game; (b) with the Official Rules and decisions of The Dannon Company, Inc. and Alcone Marketing Group, which shall be final in all respects; and (c) if a winner or winner's guest, to the use of his/her name and/or likeness for purposes of advertising, promotion and trade without compensation, except where prohibited by law; and, upon request, to provide consent to such use in writing. 9. WINNERS LIST: A list of Grand and First Prize Winners may be obtained by mailing a self-addressed stamped envelope to: DANNON® Flip Your Lid For LEGO Instant Win Game Winners List, P.O. Box 6616, Saddle Brook, NJ 07663-6616 for receipt by April 30, 2001. SPONSOR: The Dannon Company, Inc., Tarrytown, NY 10591 ©2000 The Dannon Company, Inc. LEGO, the LEGO logo, LEGOLAND and the LEGOLAND logo are trademarks of the LEGO Group. ©2000 The LEGO Group.

Enter the



Movie Making Contest

Make Your Own Movie and You Could Win...

- A trip for four to New York City to attend the LEGO® Studios MovieMaking Awards Ceremony!
- A trip for four to Hollywood to attend the Backyard National Children's Film Festival, where your movie will be shown and compete for the Global LEGO Studios MovieMaking Award!



Read the contest rules carefully, create a 5 minute or less movie, then submit the completed entry form with your movie for your chance to win!

Mail to: The LEGO Studios MovieMaking Contest, P.O. Box 5104, Blair, NE 68009-5104

Entries must be received by March 31, 2001

- A VIP tour of a major Hollywood studio!
- A Director's Award made out of LEGO bricks!
- Three Global Award Winners will receive a trip to a 2001 Hollywood Premiere!
- All entrants will receive a LEGO Certificate of Achievement!



Open to U.S. and Canadian (except Quebec) residents ages 8-18



Official Entry Form

Please Hand Print:

NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

PHONE: # _____

DATE OF BIRTH: _____

NAME OF MOVIE: _____

Please include this information for all team members.

Open to U.S. residents ages 8-18. Void where prohibited. Visit www.LEGO.com for more details.

OFFICIAL RULES WHO CAN ENTER. Open to U.S. and Canadian (excluding Quebec) residents ages 8-18 as of 3/31/01. Entries will be judged in three age groups: ages 8-10, ages 11-13, and ages 14-18. HOW TO ENTER. 1. Create a movie, no longer than 5 minutes in length. Movie must be submitted on either a VHS tape, CD-ROM (CD-RW/CD-R) or Omega Zip disk. 2. All movies must include LEGO® elements, and may not include any other construction toys. 3. Movies may be created by an individual or a group (maximum three members). Individuals/groups may submit multiple entries, but each entry must be mailed separately. Limit one prize per team/member/individual. If team members fall within separate age categories (per Rule #1), the team entry will be categorized based on the oldest team member. 4. On the Official LEGO Studios MovieMaking Contest Entry Form or on plain 8 1/2" x 11" paper, hand print or type each team member's name, address, city, state, zip code, birth date, and telephone number. Mail movie, together with entry information, via First Class mail to: The LEGO Studios MovieMaking Contest, P.O. Box 5104, Blair, NE 68009-5104. Entries must be received by 3/31/01. All entries become property of LEGO Systems, Inc. ("sponsor") and none will be returned. 5. Entrant(s) must create the entire movie; however, an adult mentor is allowed. This person can advise and guide you through the moviemaking process. 6. You may use live actors; however, you should obtain written permission from them for possible public viewing (e.g., Internet, awards ceremonies). 7. If you include published music in your movie, you should obtain written permission from the copyright owner of such music. 8. Sponsor may require documentation of actor/published music permissions from all semi-finalists. JUDGING. Entries will be preliminarily judged by D.L. Blair, Inc., an independent judging organization whose decisions are final, to determine 10 entries in each of the three age groups. These entries will be judged by LEGO Systems, Inc. to determine three semi-finalists per age group. Preliminary and semi-finalist judging will be based on: original and imaginative story and presentation - 40%; technical execution (production, editing and audio) - 30%; creative uses of LEGO elements - 30%. In the event of a tie, tied entries will be rejudged based on the "original and imaginative story presentation" criteria. Any entry, which in the sole opinion of LEGO Systems, Inc. and/or its judging agency, is deemed inappropriate for screening at LEGO Studios Movie Making Awards Ceremony (e.g., gratuitous violence, inappropriate acts/language, etc.) will be disqualified. The nine semi-finalist movies will be screened at the LEGO Studios MovieMaking Awards Ceremony in New York (June 2001). This Awards Ceremony will determine one North American finalist per age group who will compete against finalists from the rest of the world at the Backyard National Children's Film Festival® (or similar event created by sponsor) in Los Angeles (November 2001) for the chance to win the LEGO Studios Global Movie Making Award. Judging percentages for all competition levels will follow criteria outlined above. PRIZES/APPROXIMATE RETAIL VALUES. (9) Semi-Finalist Prizes (three per age group). A 3 day/2 night trip for four persons to the LEGO Studios Movie Making Awards Ceremony in New York (June 2001) where your movie will be screened as an entry, and one LEGO Gift Pack. (Estimated value: \$3,350 each semi-finalist/semi-finalist team.) (3) Finalist Prizes (one per age group). A 3-day/2-night trip for four persons to the Backyard National Children's Film Festival in Los Angeles (November 2001) (or similar event) where your movie will be screened as an entry and will compete against finalists from the rest of the world, one LEGO Studios Americas Movie Making Award, a VIP tour of a major Hollywood studio and one set of the entire 2001 LEGO Studios product

assortment. (Estimated value: \$4,120 each finalist/finalist team.) (3) Global Winners (one per age group selected from global entries). A 3-day/2-night trip for four persons to Los Angeles (2002) to attend a Hollywood movie premiere, one LEGO Studios Global Movie Making Award and \$1,000 (age 8-10 category winner), \$2,000 (age 11-13 category winner), \$5,000 (age 14-18 category winner). (Estimated value: \$4,250 (age 8-10 category), \$5,250 (age 11-13 category), \$8,250 (age 14-18 category) each winner/team winner. Each semi-finalist, finalist and global winner prize listed includes: round-trip coach air transportation for four (4) persons from gateway airport closest to winner's home, transfers to/from hotel, up to 2 hotel rooms, meals and \$250 spending money. NOTE: One prize package will be awarded for each semi-finalist/finalist/global winning entry, regardless of whether entry was submitted by an individual or a team. Everyone receives Official LEGO Studios Movie Making Contest Certificate of Achievement. GENERAL RULES. Employees of LEGO Systems, Inc., Backyard National Children's Film Festival, their respective affiliates, subsidiaries, advertising/promotion agencies and their immediate families, and/or those living in same household of each are not eligible. Void in the Province of Quebec and where prohibited by law. All federal, state, local and provincial laws and regulations apply. All prizes will be awarded and winners notified by mail. Winners may make no substitution/transfer of prize. All federal, state, local and provincial taxes are sole responsibility of winners. Each winner/individual team member is responsible for his/her pro-rated tax burden. Not responsible for lost, late, misdirected, illegible or unreadable entries. A parent/legal guardian of each potential semi-finalist (including, if applicable, all team members), must sign an Affidavit of Eligibility certifying that entrant's submission is his/her own original work and that he/she has followed Official Rules and must sign a Permission Form/Release of Liability/Prize Acceptance form prior to entrant's travel. The above documents must be returned by each individual winner/team member within 15 days of attempted notification. Noncompliance within this time or return of prize notification as undeliverable may result in disqualification and an alternate may be selected. A parent/legal guardian of individual winner or (where applicable) of one of the team members must accompany winning team on trip. Sponsor only responsible for the number of travelers stated in Rule #4. Prizes won by minors (individual entrant or team member) will be awarded in the name of the parent or legal guardian. All travelers must execute a Release of Liability prior to ticketing and must possess required travel documents (i.e., valid photo ID) prior to travel. Trips must be taken on dates specified by sponsor. Sponsor reserves right to substitute prize of equal/greater value. By acceptance of prize, winners consent to use of name/likeness/entry material in any manner by sponsor for advertising/trade without further compensation, unless prohibited by law. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. By accepting prize, winners agree to hold sponsors harmless against any and all claims and liability arising out of use of prize. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in this promotion or use or redemption of any prize. For names of winners, send SASE to: The LEGO Studios MovieMaking Contest Winners, P.O. Box 5166, Blair, NE 68009-5166, to be received by 4/30/01.

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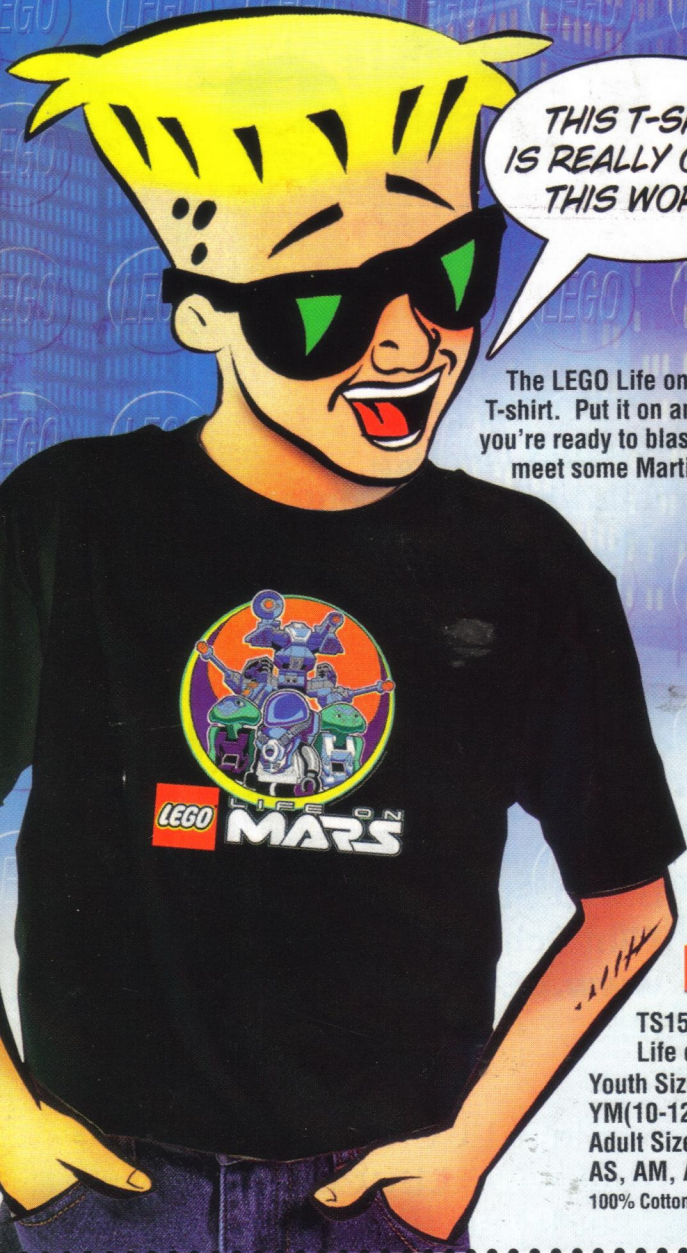
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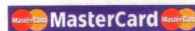
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