

CONTINUES...

THE LEGEND

SIX MIGHTY HERDES, THE TOA, HAVE COME TO THE ISLAND OF MATA NUI TO SAVE IT FROM AN EVIL FORCE CALLED MAKUTA. SHORTLY AFTER THEIR ARRIVAL, THEY ENCOUNTERED THE TRIBESMEN OF THE ISLAND, AND THEIR LEADERS, KNOWN AS TURAGA.

THE KEY TO DEFEATING MAKUTA, THEY LEARNED, WAS OBTAINING THE FABLED KANOHI MASKS OF POWER. BUT THE MASKS ARE SCATTERED AROUND THE ISLAND AND PROTECTED BY DEADLY BEASTS CALLED RAHI. ALREADY, KOPAKA HAS ENCOUNTERED ONE OF THESE POWERFUL CREATURES AMONG THE ICY PEAKS OF MOUNT IHU.

DESPITE THIS THREAT, THE TOA HAVE DECIDED TO GO THEIR SEPARATE WAYS IN THE QUEST FOR MORE MASKS OF POWER. BUT CAN ANY TOA, ALONE, HOPE TO DEFEAT THE RAHI?

BIO

FILE



"THE TOA WILL NEED ALL THEIR POWER...FOR MAKUTA LIVES TO DESTROY."

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GREG FARSHTEY-- writer CARLOS D'ANDA-- penciller RANDY ELLIOTT-- inker ALEX SINCLAIR-- colorist & separator

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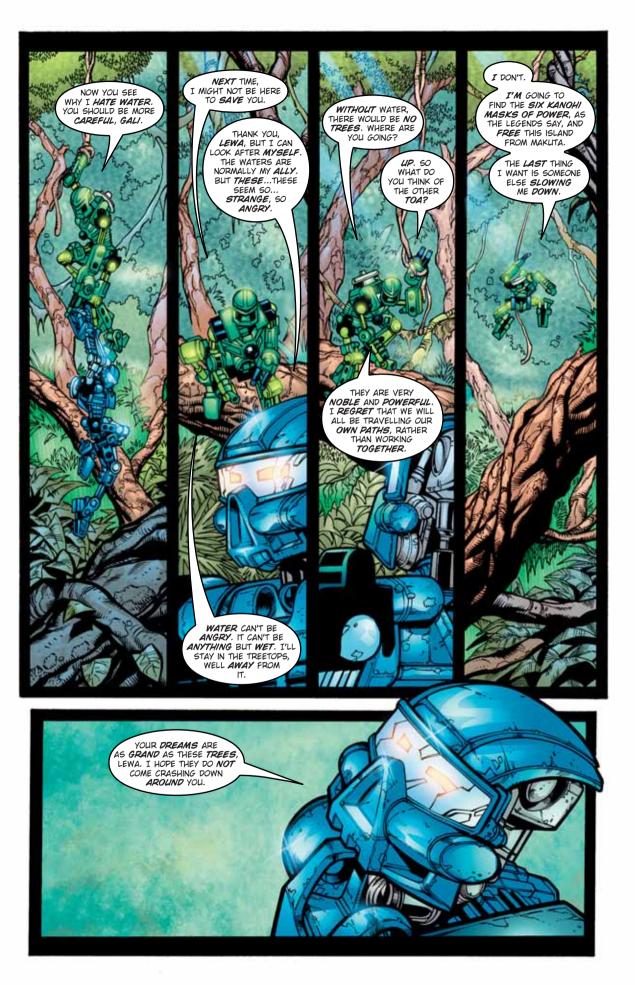
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Enter for your chance to win the Search for the Sweepstake

Grand Prize:

- A 3-day, 2-night trip for 5 to the Ultimate BIONICLE[™] Power Bash!
- A 14 karat gold Mask of Power!
- A day with skateboarding superstar Andy Macdonald!
- Andy Macdonald Prize Package!
- Framed and signed LEGO® BIONICLE DC Comic artwork!
- LEGO BIONICLE Collection

How to Enter:

Find at least three BIONICLE Gold Mask images in these locations:

- LEGO Mania Magazine www.bionicle.com Select places visited by the LEGO BIONICLE "Find the Power" Tour this summer.

Translate the Mask Messages found UNDER the Gold Mask images using the BIONICLE Translator below, and enter the translated BIONICLE terms on your entry form. Then send it in for your chance to win!



NICLE SEARCH FOR THE GIAL LEGO®

Find at least three more BIONICLE Gold Mask images in these locations: • LEGO Mania Magazine • Online at www.bionicle.com • Select places visited by the LEGO BIONICLE "Find the Power" Tour this summer. Translate the Mask Messages found UNDER the Gold Mask images using the BIONICLE Translator above, and enter three unique translated BIONICLE terms on your entry form. Then send it in for your chance to win!

SAMPLE			
Please Print		LEGO BIO	completed entry form to: NICLE Sweepstakes Entries,
Name Address			423, Blair, NE 68009-4423. nust be received by Oct. 8, 2001.
City Date of Birth/ /	State Zip Province Postal Code	BIC	NICIF
Phone ()			Al gul Labor

Official Rules for the "Search for the Gold Mask Sweepstakes"

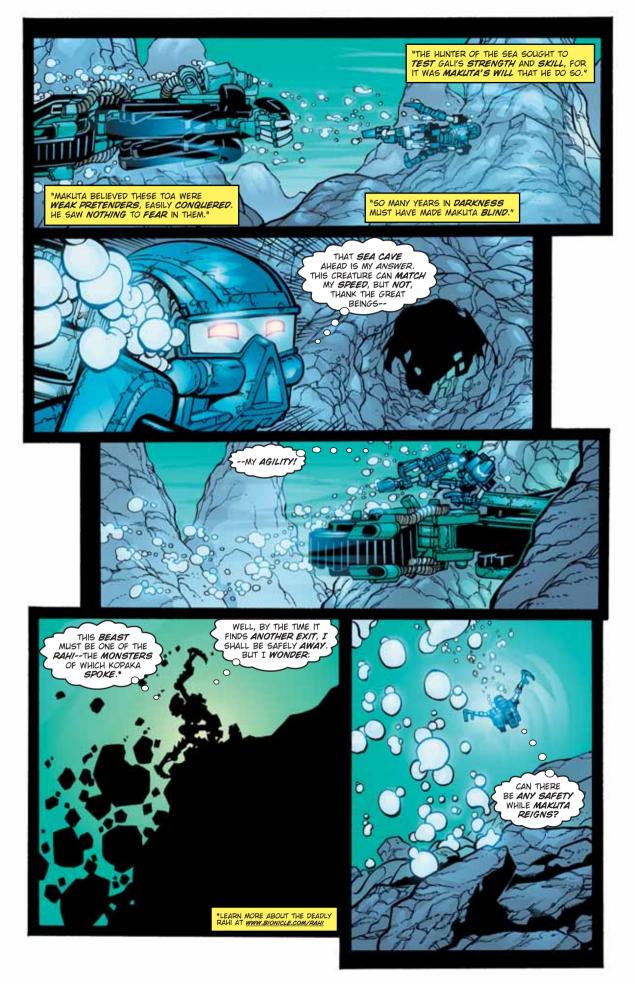
NO PURCHASE NECESSARY

The island of Mata Nui, once a tropical paradise, was overcome by a shadow of fear and darkness, known as Makuta. The island natives believe that the six Toa heroes will have the strength and bravery to bring peace and harmony back to Mata Nui by locating the Kanohi Masks of Power. Learn more about Mata Nui and the Toa heroes by entering the LEGO BIONICLE Golden Masks Sweepstakes.

- 1. HERE'S HOW IT WORKS: Official Entry Forms will be available in the May-June and July-August issues of the LEGO Club magazine, on the web at www.BIONICLE.com between 5/10/01 through 9/30/01, and from drivers of specially marked BIONICLE cars which will visit selected areas of the country during the above dates. During this time, gold-colored mask images, each revealing symbols (letters from the BIONICLE alphabet), will be hidden on the web site, in the magazine and in outdoor areas around the country visited by the BIONICLE cars. Official Entry Forms will contain the BIONICLE alphabet, will be hidden on the web site, in the magazine and in outdoor areas around the country visited by the BIONICLE cars. Official Entry Forms will contain the BIONICLE alphabet to decipher the word on your Gold Mask. On an Official Entry Form only, hand print your name and address (including zip code) plus (optional) day and evening telephone numbers and birthdate, along with at least 3 words you have deciphered from the Gold Masks you have found. Mail your entry in a hand-addressed #10 envelope, with first class postage affixed, to: LEGO BIONICLE Sweepstakes Entries, PO Box 4423, Blair, NE 68009-4423. Limit one entry per envelope. No mechanically reproduced entries permitted. Entries must be received by 10/8/01. Not responsible for lost, late, misdirected, mutitated or illegible entries or entries not received in time for the random drawing.
- 2. RANDOM DRAWING: Winners will be selected in a random drawing on or about 10/9/01 from among all eligible entries received which contain at least 3 BIONICLE words deciphered from the Gold Masks. Drawing will be conducted by D. L. Blair, inc, an independent judging organization whose decisions are final. All prizes will be awarded and winners notified by mail. Limit one prize per household. Odds or winning will depend upon the number of eligible entries received.
- 3. PRIZES & APPROXIMATE RETAIL VALUES: (4) Grand Prizes A 3-day/2-night trip for 5 (includes winner, 2 friends and 2 parents/legal guardians) to the Ultimate BIONICLE Power Bash (time and place to be announced), including round trip coach air transportation from gateway airport closest to winner's home, hotel accommodations (2 rooms), a day with skateboarder Andy MacDonald (including lunch), \$500 spending money, a prize kit of BIONICLE items, a Toa-sized 14 karat gold mask, one framed and signed page of BIONICLE DC comic art and an exclusive Andy Mac poack including a Powell Skateboard, Split T-shirt, Airwalk shoes, a Protec helmet, and a Gameboy Advance and BIONICLE Bane (ARV, \$7,107 each); (100) First Prizes –A skateboard signed by Andy Mac (ARV, \$150 each). Values of prizes stated in U.S. Dollars. Prizes consist of only those items specifically listed as part of the prize.
- 4. GENERAL RULES: Open to residents of the United States and Canada, who as of 5/10/01 are between the ages of 7 14. Employees of LEGO, its advertising and promotion agencies and the immediate family members and/or those living in the same household of each are not eligible. Void where prohibited by law. Winner may make no substitution or transfer of prize. All U.S. federal, state, local, and Canadian municipal and provincial taxes are the sole responsibility of winner. All U.S. federal, state, local, and Canadian municipal and provincial taxes are the sole responsibility of winner. All U.S. federal, state, local, and Canadian municipal and provincial taxes are the sole responsibility of winner. All U.S. federal, state, local, and Canadian municipal and provincial taxes are the sole responsibility of winner. All U.S. federal, state, local, and Canadian municipal and provincial taxes are the sole responsibility of winner. All U.S. federal, state, local, and Canadian municipal and provincial taxes are the sole responsibility of winner. All U.S. federal, state, local, and Canadian municipal and provincial taxes are time-limited mathematical skill question to award a prize. Potential Grand Prize winners wints execute any required Affidavit of Eligibility/Release of Liability/Prize Acceptance Form within 10 days of attempted notification and may be required to execute and return travel questionnaires within this time period. Noncompliance within this time period may result in disqualification and an alternate will be selected. All travelers and parent/legal guardian of all travelers who are minors must execute a Release of Liability prior to ticketing. Tavelers must posses valid travel documents (i.e. photo ID) prior to departure. Grand Prize will be awarded in the name of a parent or legal guardian of winner. Trip must be taken on dates specified by sponsor. Sponsor cereers the right to substitute prize responsition, unless prohibited by law. By participation in this promotion, entrants agree to be bound by th

For names of winners, send a separate, stamped, self-addressed (#10) envelope to: LEGO BIONICLE Sweepstakes Winners, P.O. Box 4046, Blair, NE 68009-4046 to be received by 11/9/01.









FIND THE MASKS OF POWER...C

Each Toa collects six Great Masks of Power that match his or her own color. Each mask grants the wearer new power and wisdom so that together the Toa can defeat Makuta and fulfill their destiny



Miru The Great Mask of Levitation Allows the user to float and glide on air.

Hau The Great Mask of Shielding Provides protection against any attack the user is aware of, but not against ambush.



Kakama The Great Mask of Speed Allows the user to cover great distances in the blink of an eye. Kaukau The Great Mask of Water Allows the user to breathe underwater.



Pakari The Great Mask of Strength Increases the user's brute physical power.

COLLECT ALL 72

Akaku The Great Mask of X-Ray Vision Allows the user to see through walls and discover that which is hidden.

OMPLETE EACH TOA'S DESTINY

Noble Masks do not posses as much energy as the Great Masks of Power, but they too are vital to the Toa's quest to free Mata Nui. The Noble Masks can be worn by both the Toa and Turaga, and each Toa must collect six Noble Masks in his or her own color.



Mahiki The Noble Mask of Illusion Allows the user to create illusions to deceive an opponent or escape detection. Huna The Noble Mask of Concealment Allows the user to turn invisible.



Komau The Noble Mask of Mind Control Allows the user to command others to do the user's bidding! Rau The Noble Mask of Translation Allows the user to read the ancient languages, runes and symbols.



Ruru The Noble Mask of Night Vision Gives the user the power to see in any level of darkness. **Matatu** The Noble Mask of Telekinesis Allows the user to move objects and project force by thought.





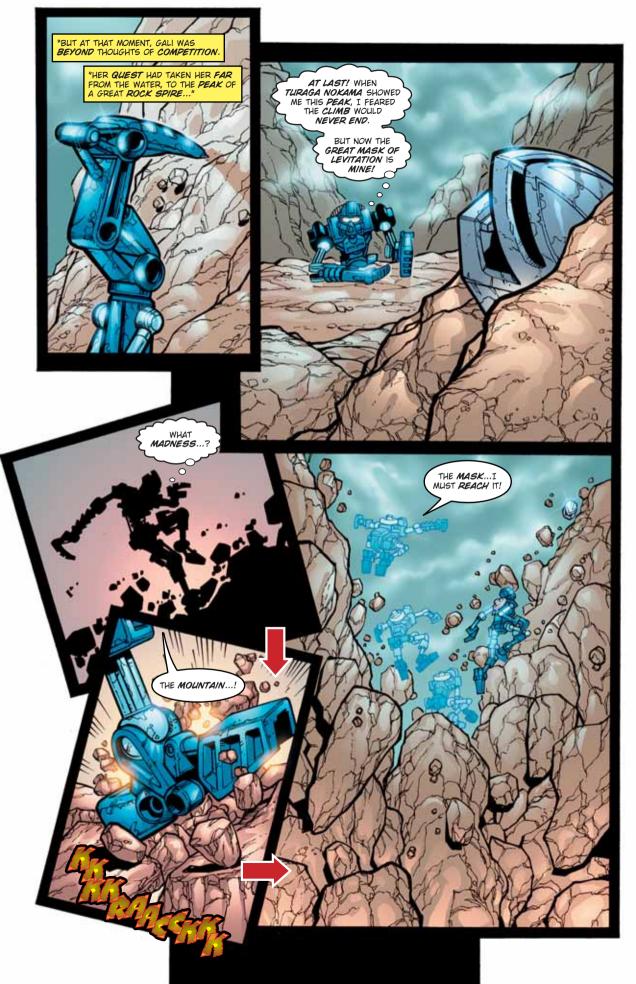


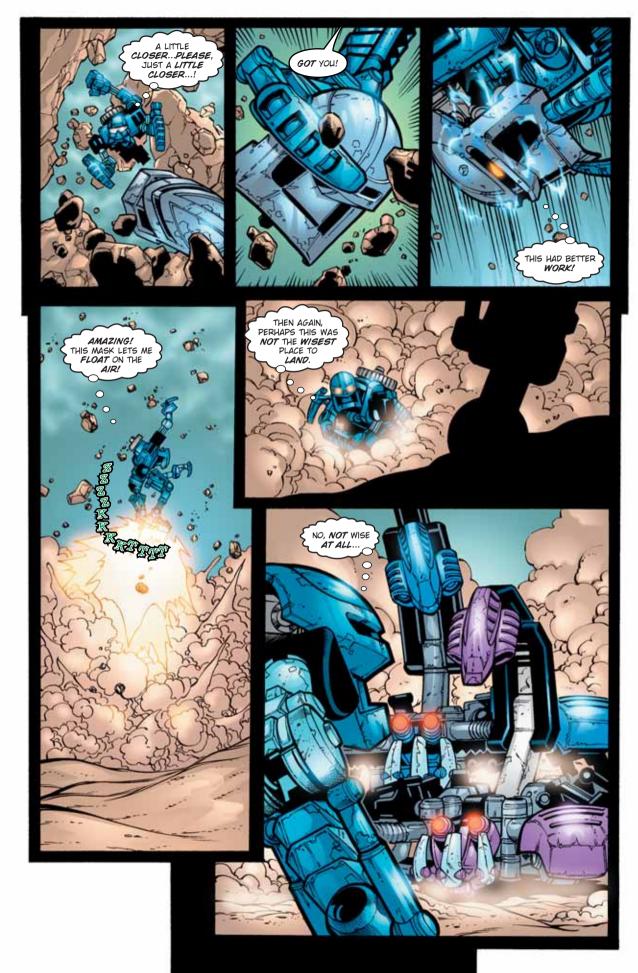
















QUEST FOR THE MASKS



THEME DECK CONTENT

80 Game Cards (20 exclusive to each Theme Deck) 1 Rule Book 1 Legend of Mata Nui Booklet 1 Ancient Map of Mata Nui game map 2 Toa Great Mask markers



THREE THEME DECKS TO COLLECT

www.bionicle.com

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BIONICLE[®] Tribal Quest at LEGOLAND[®] California

Tribal Te

This summer at LEGOLAND California, you can follow your special BIONICLE Tribal Quest Map and help Lewa, the Toa of Air, find the Great Masks of Power! This thrilling scavenger hunt will take you all over LEGOLAND in search of six BIONICLE story scenes. Complete the quest and you'll receive a limited edition Lewa mask!

Lewa's Great Masks of Power



Learn more about the world of BIONICLE in this cool show! There's music, storytelling, and plenty of chances for you to be part of the action!

SUMMER

The exciting finale to the Tribal Trek! It's a show you'll never forget as the BIONICLE saga comes to life on the Funtown Stage.

LEGO

Official Rules for the LEGO[®] "Build Your Own BIONICLE Website Contest"

NO PURCHASE NECESSARY

The island of Mata Nui, once a tropical paradise, was overcome by a shadow of fear and darkness, known as Makuta. The Tohunga, (island natives) believe that the six Toa heroes will have the strength and bravery to bring peace and harmony back to Mata Nui by locating the Kanohi Masks of Power. Enhance your LEGO BIONICLE experience by building your own BIONICLE Web Site.

1. WHO CAN ENTER: Open to residents of the U.S., Canada (excluding Quebec) and Great Britain. Void in any countries not specified above and where prohibited by law. Entries will be judged in two age groups based on age on date of entry: ages 12 and under and ages 13 and over.

2. HOW TO ENTER: Beginning 12:01 AM on 5/1/01 through 11:59 PM on 9/24/01, using the BIONICLE Web kit available at www.BIONICLE.com (free of charge) or any other Web editing utilities (e.g. Dreamweaver, Frontpage, Notepad, etc.), along with any of your own BIONICLE creations (e.g. images, etc.), build your own BIONICLE Web Site. The site must be no more than 4 pages. The created site must be uploaded to the Internet. It is not necessary to purchase a domain name or purchase web hosting; LEGO Systems, Inc. will not reimburse for expenses involved if a purchase is made. Participants without current domain names or server space can register with a free service. On an Official Entry Form available at www.BIONICLE.com or on plain 8.5 " x 11" paper, hand print your name, address, telephone number, birthdate, the URL (address) of your Web site, and in a maximum of three sentences, describe your BIONICLE Web Site. A parent's/guardian's signature must be provided on the entry form for permission to participate, it contestant is under 13 years old. Mail your entry in a hand-addressed 410 envelope to: LEGO Build Your Own Web Site. Contest, P. O. Box 4511, Blair, NE 68009-4511. Entries must be received by 10/1/01. Entries must be in English. No personal references (your name, contact information, personal photos etc.) permitted on Web site. Any site submitted which contains personal references will be disqualified. In addition, any site which links back to a personal web site, or which contains any construction toys other than LEGO, will be disqualified.

3. JUDGING: Entries will be preliminarily judged by D.L. Blair, Inc., an independent judging organization whose decisions are final. Eligible entries will be judged by LEGO Systems and a panel of judges to determine the top 10 web site entries (5 from each age group). The URLs of the 10 finalists will be posted at www.BIONICLEcom, from 11/26/01 through 1/30/02. 2 Grand Prize winners (1 from each age group) will be selected by LEGO Systems and a panel of judges, under the supervision of D.L. Blair, Inc. The top 5 sites from each age category will be posted on www.BIONICLE.com, where visitors will vote for their favorite site. Judging will be based on: Creativity– 40%; originality – 30%; BIONICLE story/tone consistency – 30%. In the event of a tie, tied entries will be rejudged based on the listed criteria. Any entry, which in the sole opinion of LEGO Systems, Inc. and/or its judging agency, is deemed inappropriate (e.g., gratuitous violence, inappropriate acts/language, etc.) will be disqualified.

4. PRIZES/APPROX. RETAIL VALUES: (2) Grand Prizes –A BIONICLE Power Prize Package including a Toa-sized 14 karat gold mask, a Kanohi Mask Kit, a Universal Power Pack, a signed DC Comic Art, Gameboy Advance and BIONICLE Game and other BIONICLE items (ARV. \$1,862 each). The value of prizes is stated in U.S. Dollars. Prizes consist of only those items specifically listed as part of the prize.

6. GENERAL RULES: Employees of LEGO Systems, Inc., 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. Contest is governed by U.S. federal, state and local laws and regulations. All prizes will be avarded and winners notified by mail. Winners may make no substitution/ transfer of prize. All taxes assessed by winners' country of domicile are sole responsibility of winners. Not responsible for lost, late, misdirected, illegible, inaccessible entries. The sponsor is not responsible for any damage to any participant's computer system/software related to or resulting from participanty on uploading/downloading any materials in this promotion. CAUTION: ANY ATTEMPT BY AN WENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OB UNDERMINE THE LEGIT. IMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. If, for any reason, the Contest cannot be conducted as planned by reason of infection by computer virus, unauthorized intervention, technical failures, or any other causes beyond the control of the Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend this Contest. Potential winners must sign an Affidavit of Eligibility certifying the attrant's submission is his/her own original work and must be returned by vithin 5 days of attempted notification. If winner is deemed a minor in his/her state of residence, a parent/legal guardian of each must sign an Affidavit of Eligibility certifying entrant's submission is his/her own original work and must be returned by ubstitute 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 prohib

For names of winners, visit www.BIONICLE.com, from 11/26/01 through 1/30/02.

You Could Win A BIONICLE Power Prize Package! Enter the "Build Your Own BIONICLE Website Contest"

Entries must be received by Oct. 1, 2001

BIONIC

Create your own BIONICLE website and you could win a great BIONICLE Power Prize Package! Showcase your favorite BIONICLE character or another part of the legends of Mata Nui!

Grand Prize:

A Bionicle Power Prize Package featuring:

- 14 karat gold Mask of Power
- Upper Deck BIONICLE Card Game
- **BIONICLE Handheld Game**
- BIONICLE PC Game
- Signed BIONICLE DC Comic Art
- LEGO[®] BIONICLE Collection



OFFICIAL LEGO[®] BUILD YOUR OWN BIONICLE[™] WEBSITE CONTEST ENTRY FORM

Please see rules on back for detailed instructions on how to enter.

Name (Please Print)			One Grand Prize Winner will
City	State Province	Zip Postal Code	be selected from
Date of Birth/ /		ge	each of the
Phone ()	following		
URL (address) of your Website	age groups:		
Parent's Signature (required if entrant is under age 13)			 12 and under 13 and over
			• 13 anu over

Please include a short description of your LEGO BIONICLE Website (3 sentences or less)

Please note: Your Website must be in English. No personal references (your name, contact information, personal photos etc.) permitted on Website. Mail your completed entry form to:

LEGO Build Your Own Bionicle Website Contest, PO Box 4511, Blair, NE 68009-4511.

Beware the Rahi!

The Rahi are evil beasts who aid Makutal Powerful and dangerous, they're out to stop the Toa from collecting the Masks of Power. Each Rahi has a special attack function designed to rob Toa of their masks. Only by removing the Rahi's infected masks can the Toa hope to tame them.

TARAKAVA

The hunters of the sea. these huge creatures use their mighty arms to conquer prey! See Gali's struggle with a Tarakava on page 6.

MUAKA and KARE-RA The deadly jaws of Muaka... the sharp horns of Kane-Ra... together, they are a threat to all who live on Mata Nui!



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Find out more about the Rahi and the **BIONICLE universe at www.BIONICLE.com.**

Explore the island of Mata Nui. Discover the power of the Kanohi masks. See videos of the Toa in action. Learn about cool BIONICLE contests.

NUI-RAMA

From out of the sky come these fast, powerful insects, bringing destruction! See what happens when a Nui-Rama ambushes Lewa on page 17.

NUI-JAGA

Fierce claws and stinging tails make these giant scorpionlike creatures a menace to Mata Nui! See Lewa challenge a Nui-Jaga on page 10.

>>>BIONICLE™



 Complete thrilling quests and increase the skills and abilities of the Toa!

PC Game

- Explore the island of Mata Nui through eight massive game environments!
- Master over a dozen elemental powers!
- Unlock and print exclusive BIONICLE model building instructions!





Find the power in this exciting PC game! Play as all six Toa and gather the Masks of Power and challenge Makuta for the fate of Mata Nui!



Get a sneak peek of BIONICLE: The Legend of Mata Nui at www.BIONICLE.com

System Requirements: 100% DirectX 8.0a compatible computer system, Windows 95/98/ME/2000, Pentium II 300 MHz (or faster), 64MB RAM, 500MB of free hard disk space, 8x speed or higher CD-ROM / DVD drive, DirectX 8.0a (included on CD), DirectX 8.0a compatible video card with 8MB RAM, DirectSound 8.0 compatible soundcard

Complete Your BIONICLE Collection with the Villagers of Mata Nui

Join these brave villagers as they help the Toa in their quest for the Masks of Power.

Only at participating McDonald's[®] with purchase of

a Happy Meal (starting September 7-27, 2001)



Special BIONICLE comic book only at McDonald's (while supplies last)

ONEPL

Huki comes from the village of Po-Koro and wants to learn all he can from Toa Pohatu.

HUKI

Onepu is incredibly strong for a Tohunga and can lift many times his weight.



Maku is a female villager from Ga-Koro and an excellent swimmer.



Tough and smart, Jala leads the Guard in the village of Ta-Koro.



Matoro loves to climb steep mountains and slide down icy slopes, throwing his discs as he goes.



Kongu can move through the trees at astonishing speed and is among the most clever of the villagers.

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