



Store Calendar

November 2011

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|--|-----------------|--|---|--|-----------------|
| <p>The Holiday Pick A Brick Box makes a perfect gift! November 1 - December 24: Visit the LEGO Store and get a FREE LEGO Pick A Brick Box with a \$75 purchase! Give it as a gift this Holiday season to your favorite LEGO fan and starting on December 26, they can bring the Box to the LEGO Store and fill it up with bricks and elements from the Pick A Brick Wall! See below for details.</p> | | | | | | |
| <p>1 November 1: FREE Monthly Mini Model Build! See back for details.</p> | <p>2 </p> | <p>3 </p> | <p>4 NEW! Get the new LEGO® brand Pirates of the Caribbean™ Black Pearl! Item 4184. Available November 1 through the LEGO Store, the LEGO Catalog and on shop.LEGO.com.</p> | <p>5 </p> | <p>6 </p> | <p>7 </p> |
| <p>8 LEGO club</p> | <p>9 November 8-9: Club Members: Get FREE LEGO® Signature MiniFigure Playing Cards with a \$25 Purchase! Item 853146. Offer code: 6011976</p> | <p>10 </p> | <p>11 </p> | <p>12 </p> | <p>13 November 11-13: LEGO Master Builder Event at Downtown Disney® in Orlando, FL! See back for details.</p> | <p>14 </p> |
| <p>15 Receive the LEGO Catalog at home! See back for details on how to request the LEGO Catalog.</p> | <p>16 COMING SOON!</p> | <p>17 </p> | <p>18 </p> | <p>19 Start your countdown to the Holidays with the LEGO® City Advent Calendar!</p> | <p>20 </p> | <p>21 </p> |
| <p>22 November 22: MBA Tip of the Month See back for details.</p> | <p>23 Thanksgiving</p> | <p>24 </p> | <p>25 </p> | <p>26 Starting on "Brick" Friday, spend \$99 and get an exclusive LEGO Holiday Set! Plus, shop early on Friday to get surprise savings on your entire purchase! See right for LEGO Holiday Set details. Offer valid November 25 - 28, 2011 or while supplies last.</p> | <p>27 </p> | <p>28 </p> |
| <p>29 </p> | <p>30 COMING IN NOVEMBER! Get the new LEGO® Harry Potter™: Years 5-7 Video Game! Experience Harry's last years at Hogwarts™ and battle Lord Voldemort™ in the ultimate fight of good vs. evil in an exciting new way! Available for Xbox 360®, Wii™, PSP®, PlayStation® 3, Nintendo DS™, Nintendo 3DS™, and Games for Windows® PC on November 11. ESRB Rating: E10+.</p> | <p>31 </p> | | | | |

LEGO VIP OFFER

Earn 50 Bonus VIP Points on Select LEGO® Sets!

Offer valid November 1 - 30, 2011 in LEGO Stores and at shop.LEGO.com, while supplies last. Points are attributed to the account once payment is received. Offer cannot be used in conjunction with any other VIP offer. Points will not be earned on the purchase of Gift cards and pre-orders. Customers that have signed up to the VIP Program by phone or at a LEGO Store will need to have registered online at VIP.LEGO.com first in order to redeem their rewards. Offer not valid at LEGOLAND Discovery Centers or LEGOLAND Parks. The LEGO Company reserves the right to amend or cancel this promotion at any time without prior notice. See Store Associate for details.

SPECIAL OFFER

FREE Limited Edition LEGO Holiday Set with \$99 Purchase!

Offer valid November 25-28, 2011 while supplies last only.

Offer is only valid with purchases totaling \$99 or more. One set per person. Item 3300002. Qualifying amount applies to merchandise only and does not include applicable tax charges. Offer is not valid toward sale items, prior purchase or gift cards. May not be combined with any other offer. While supplies last only. Offer is not valid at LEGOLAND Parks or LEGOLAND Discovery Centers and is subject to change at any time without notice. Not available for purchase.

2 of 2

Get Holiday Sets and Gift Ideas at the LEGO Store!

| | | |
|---|---|---|
| LEGO GAMES 3864 HEROICA™ Castle Fortaan | LEGO GAMES 3844 Creationary | <p>NEW!</p> LEGO Exclusives 10222 Winter Village Post Office |
| LEGO Exclusives 10216 Holiday Bakery | <p>NEW!</p> COMING IN NOVEMBER! LEGO Favorites 40022 Mini Santa Set | <p>NEW!</p> COMING IN NOVEMBER! LEGO Favorites 40024 Christmas Tree |

EXCLUSIVE GIFT WITH PURCHASE

FREE Pick a Brick Box with a \$75 purchase!

Offer valid November 1 - December 24, 2011 only in LEGO Stores, while supplies last.

Offer is only valid with purchases totaling \$75 or more. Qualifying amount applies to merchandise only and does not include applicable tax charges. Cannot be applied to a previous purchase or combined with any other offer, discount or free gift. Offer is not valid at LEGOLAND Parks or LEGOLAND Discovery Centers and is subject to change at any time without notice. Free gift cannot be exchanged or substituted for any other item or cash value. Not available for purchase.

Stay Connected with the LEGO® Shop this Holiday Season!



Top Reasons to Shop at shop.LEGO.com!

- It's the most convenient way to shop
- We've got the biggest LEGO selection available
- LEGO VIP Members earn reward points on every purchase
- Read the most detailed product descriptions and see 360° views of top sellers
- Read customer ratings and reviews before you buy – or rate your favorite sets
- Be the first to know about new and exclusive offers and products
- Create and share your own LEGO Wish List
- Experience world-class LEGO Customer Service

Request a Free LEGO Catalog!

See the latest LEGO sets - all in one book - delivered right to your doorstep! Simply go online to shop.LEGO.com and fill in the catalog request form or call us at 1-800-453-4652.

COMING SOON!

Give the Perfect LEGO Gift!

A LEGO Gift Card makes a perfect gift for any occasion! Plus, it can be used at the LEGO Store or online at shop.LEGO.com. Ask a store associate for more details or purchase a LEGO Gift Card today at the checkout counter!

Sign up to receive LEGO Shop emails!

Receive emails from the world's biggest LEGO Shop and be the first to hear about new LEGO sets, bestsellers, top-rated items, sales, special offers and exclusive email promotions! Sign up today at shop.LEGO.com/signup.

From our store to your door!

Shop in the LEGO Store and have your purchases delivered to your home, or send a gift to your favorite LEGO fan! Can't find the product you're looking for in the store? We can order it for you! Ask a store associate for details.

Visit shop.LEGO.com for more details.

Get Bricks and Elements from the Pick A Brick Wall!



The Pick a Brick Wall is one of the most popular features in the LEGO Store. It offers an ever-changing array of bulk bricks for you to choose from, whether you adding to your already built sets or building your own LEGO creation! You can find a large variety of colors, shapes and sizes to fill your Pick a Brick Cup. Visit the LEGO Store this holiday season and you could receive a FREE Pick a Brick Box with any purchase of \$75 or more! See a Store Associate for details.



LEGO Bricks Now Available for your iPhone/iPod Touch!

Introducing Life of George: the world's first interactive game combining real LEGO bricks with apps for your Apple mobile device. Follow George around the world as he challenges you to a series of fun building tasks. Build as fast as possible, photograph your model with your Apple mobile device and get scored on your building skills. Challenge your friends and family to be the fastest and best builder! See Store Associate for details.

Upcoming Events

ALL STORES

Monthly Mini Model Build!

Tuesday, November 1

Visit your local LEGO Store on Tuesday, November 1, to learn how to build this LEGO turkey model, and take it home – for free! Event begins at 5:00pm. Quantities are limited to approximately 250 per store and offer is good while supplies last only. A new model will be available every month and will be specially themed to that month – ask a Store Associate for details! Models are not for sale and cannot be purchased. One free per child. Event is open to children aged 6 to 14 only.



LEGO MASTER BUILDER EVENT

Join in an incredible weekend-long building event and help a LEGO Master Builder construct an 8-foot tall LEGO SpongeBob SquarePants™ model! Everyone who participates get a free LEGO certificate of achievement. Plus, visit the LEGO Store for special offers that weekend only and to enter for a chance to win a \$50 LEGO Gift Card! Don't miss this special event, and don't forget your camera!



Discover Mills

Lawrenceville, GA

November 4-6



LEGO Brickley Master Builder Event!

Join in an incredible LEGO event and help a LEGO Master Builder construct an 8-ft tall LEGO Brickley during the 36th annual Festival of the Masters! This event is fun and free for the whole family. Everyone who participates gets a free LEGO Certificate of Achievement and great special offers. Don't miss this special event, and don't forget your camera!



The LEGO Store at Downtown Disney®

Orlando, FL

November 11 - 13

Visit stores.LEGO.com for details.



Play LEGO Universe for Free!

This amazing online game is now available for FREE! The Free to Play Zone is downloadable from LEGOUniverse.com and allows players to build their very own LEGO hero and join with friends to save the Universe! To learn more about LEGO Universe Free to Play Zone, or to download the game for FREE, visit LEGOUniverse.com.

FREE TO PLAY

LEGO MBA Tip OF The Month!



Stop by the LEGO Store on November 22 to receive your Master Builder Academy Tip of the Month! Find out how you can take your building skills to the next level!

Go to LEGOmba.com to learn more about LEGO Master Builder Academy!

OFFERS VALID IN THESE LOCATIONS:

Alabama

• Riverchase Galleria - (205) 987-9545

Arizona

• Chandler Fashion Center - (480) 899-0228
• Arrowhead Towne Center - (623) 776-3350

California

• Arden Fair Mall - (916) 565-5101
• Valley Fair - (408) 247-8071
• Hillsdale Shopping Center - (650) 571-9020
• Downtown Disney - Anaheim - (714) 991-8512
• Glendale Galleria - (818) 549-0733
• Ontario Mills - (909) 758-9303
• South Coast Plaza - (714) 668-9017
• Fashion Valley - (619) 294-9437
• Stoneridge Shopping Center - (925) 737-0704
• Shops at Mission Viejo - (949) 347-6867

Colorado

• Colorado Mills - (303) 590-1450
• Park Meadows Mall - (303) 792-3228

Delaware

• Christiana Mall - (302) 453-1897

Florida

• Downtown Disney - Orlando - (407) 828-0065
• Aventura Mall - (305) 792-7395
• Sawgrass Mills - (954) 514-5806

Georgia

• Discover Mills - (678) 847-6078

Hawaii

• Ala Moana Center - (808) 942-5346

Illinois

• Water Tower Place - (312) 494-0760
• Northbrook Court - (847) 291-9520
• Orchard Square - (708) 226-0808
• Woodfield Mall - (847) 517-1640

Indiana

• Castleton Square - (317) 845-9325

Maryland

• Arundel Mills - (410) 379-5245
• Westfield Annapolis - (410) 224-0061

Massachusetts

• Burlington Mall - (781) 273-3030
• Natick Collection - (508) 651-2330
• South Shore Plaza - (781) 356-8501

Michigan

• Somerset Collection - (248) 816-3350

Minnesota

• Mall of America - (952) 858-8949

New Jersey

• Bridgewater Commons - (908) 541-0240
• Westfield Garden State Plaza - (201) 843-2063

New York

• Palisades Center - (845) 358-2222
• Queens Center - (718) 699-4565
• Rockefeller Center - (212) 245-5973
• Roosevelt Field - (516) 746-3625

North Carolina

• Concord Mills - (704) 979-5708
• Crabtree Valley Mall - (919) 787-5771

Ohio

• Kenwood Towne Centre - (513) 791-4241
• Easton Town Center - (614) 342-2710
• Beachwood Place Mall - (216) 378-2060

Oklahoma

• Penn Square Mall - (405) 840-9993

Oregon

• Washington Square - (503) 670-9109

Pennsylvania

• King of Prussia Mall - (610) 337-3203

Texas

• Baybrook Mall - (281) 282-1302
• Houston Galleria - (713) 439-0773
• Stonebriar Centre - (972) 668-3859
• NorthPark Center - (214) 750-6422
• Barton Creek Square - (512) 327-7100

Virginia

• Tysons Corner Center - (703) 848-2822
• Potomac Mills - (703) 490-1335

Washington

• Bellevue Square - (425) 451-2271

CANADA

• Alberta

• Chinook Centre - (403) 252-5346

Ontario

• Sherway Gardens - (416) 695-2433
• Fairview Mall - (416) 491-8039



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Check in at the LEGO Store on Foursquare!