

Global
Partner



BOOTH 3929

LEGO Systems, Inc.
www.LEGO.com

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 largest toy manufacturers and the largest in construction toys and play materials for children. The world's children spend 5 billion hours a year playing with LEGO bricks. The company is committed to the development of children's creative and imaginative abilities through its products, which can be purchased all over the globe. Visit www.LEGO.com



LEGO City

LEGO City is the wildly successful and classic playtheme targeted for Boys 5-12 years old re-creating exciting daily life scenes and activities: Fire, Airport, Police, Construction, Road Rescue.



LEGO Duplo

LEGO DUPLO is the first LEGO experience for children ages 2 to 5 years old providing them with "A New Adventure Every Day" and endless play for small children. Fun characters, engaging animals and wonderful graphics punctuate this very sweet collection.



LEGO Universe

LEGO Universe is the first Massively Multiplayer Online Game for LEGO fans! It's a giant new online world where players from all over Earth can safely, build, play and pal around together! In LEGO Universe you can build and bring to life virtually any LEGO creation you can imagine, either alone or by teaming up with your friends. Play with your virtual LEGO models the way you do with your physical creations!