



MEDIA CONTACTS

Amanda Madore, LEGO Systems, Inc.
860-299-6954 / amanda.madore@lego.com

Karen Nolan, Flashpoint PR
650-490-0608 / nolan@flashpointpr.com

LEGO SYSTEMS, INC. EARNS THREE TOP HONORS AT PRESTIGIOUS TOY OF THE YEAR AWARDS

-Iconic Toy Brand Wins Construction, Specialty and Tech Toy of the Year Categories-

NEW YORK, NORTH AMERICAN INTERNATIONAL TOY FAIR (February 18, 2018) – LEGO Systems, Inc., the North American division of one of the world’s leading manufacturers of play materials, was honored with three Toy of the Year (T.O.T.Y.) Awards. Building sets from LEGO® *Star Wars*™ and the build and code toolkit, LEGO BOOST, were recognized as Toy of the Year in the Construction, Specialty and Tech categories, respectively, which were awarded at the Toy Association’s annual gala to celebrate the best and most innovative toys, held Friday, February 16 in New York City.

“We are honored to be recognized as the gold standard in toys by the industry and consumers alike. Given that we pioneered the convergence of LEGO bricks and technology with LEGO MINDSTORMS™ 20 years ago, it’s particularly exciting that our build and code toolkit, LEGO BOOST, was cited as Tech Toy of the Year,” said Michael McNally, senior director, brand relations at LEGO Systems, Inc. “Receiving two T.O.T.Y. Awards for LEGO *Star Wars* is a testament to the power of the *Star Wars* property brought to life in LEGO form for fans of all ages.”

Construction Toy of the Year: LEGO *Star Wars* BB-8™

This LEGO incarnation of the diminutive BB-8 droid from the new movie trilogy makes the perfect gift for any *Star Wars* or LEGO fan. Turn one wheel at the side to rotate the detailed head, and another to open the access hatch and extend the welding torch. This faithfully reproduced model also comes with a display stand, decorative fact plaque and small BB-8 figure, making it a great display piece for any bedroom or office. Contains 1,100 LEGO pieces.

Specialty Toy of the Year: LEGO *Star Wars* UCS *Millennium Falcon*™

The LEGO *Star Wars* Ultimate Collector Series *Millennium Falcon* is the largest and most detailed LEGO set ever made, containing 7,541 bricks and elements. This LEGO interpretation of Han Solo’s unforgettable Corellian freighter has all the details that *Star Wars* fans of any age could wish for, including intricate exterior detailing, upper and lower quad laser cannons, landing legs, lowering boarding ramp and a 4-minifigure cockpit with detachable canopy. The set also includes seven minifigures, a BB-8 droid, two buildable Porgs and a buildable Mynock.

Tech Toy of the Year: LEGO BOOST Creative Toolbox

LEGO BOOST is a super-charged LEGO toolkit that introduces kids as young as seven years old to building and coding. Designed to offer endless creation and play possibilities, LEGO BOOST gives children an intuitive and “fun-first” way to explore coding concepts and principles. Builders add sound, movement and personality to their LEGO creations, bringing to life anything they build. Using familiar LEGO elements and simple app-based coding language, LEGO BOOST delivers quick success in an intuitive approach. By combining the versatile LEGO building system with advanced technology, children can boost their creativity and uncover new ways to play while learning to code. The kit offers step-by-step

instructions to make five creations, such as Vernie the humanoid, Frankie the cat, and an awesome, playable guitar, but kids can use the pieces and coding language to make anything they build come to life. LEGO BOOST is available nationally where toys are sold for \$159.99.

Toy finalists were selected from nearly 600 submitted toys, games and properties by nomination committees comprised of journalists, toy trend experts, play therapists, toy inventors and designers, and toy retailers.

The LEGO tradition of innovation has been recognized with 20 T.O.T.Y. Awards since the program was established in 2000.

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About the LEGO Group

The LEGO Group is a privately held, family-owned company with headquarters in Billund, Denmark, and main offices in Enfield, USA, London, UK., Shanghai, China, and Singapore. Founded in 1932 by Ole Kirk Kristiansen, and based on the iconic LEGO® brick, it is one of the world's leading manufacturers of play materials. Guided by the company spirit: "Only the best is good enough", the company is committed to the development of children and aims to inspire and develop the builders of tomorrow through creative play and learning. LEGO products are sold worldwide and can be virtually explored at www.LEGO.com.

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