

PACIFIC COAST FOAM PROVIDES CUSTOM THEMED 3-D SIGNAGE FOR LEGOLAND CALIFORNIA'S NEW SPORTS CAFE

SAN DIEGO — May 8, 2003 — Pacific Coast Foam (PCF) has provided the extraordinary custom-themed signage for Legoland's new Sports Cafe. The 3-D entry signage was made from dense expanded polystyrene (EPS) foam, poly-hardcoated and then primed and painted. It consists of a nine-foot-long skateboard and five-foot in diameter basketball and soccer ball.

The new Sports Café is located within Legoland's Sports Center, which features the newest NBA and NHL-themed LEGO® SPORTS Build and Play toys and attractions, as well as football and soccer-related activities geared towards youngsters. Sports fans have the chance to test their soccer skills as they kick for speed and accuracy and try their luck at the Quarterback Pass. In addition, life-sized NBA players constructed entirely out of LEGO bricks tower over young guests shooting baskets at hoops of various heights. The Sports Café features a family-friendly regional menu from burgers and chicken to salad and salmon. Families will enjoy dining in this relaxed, full-service environment, complete with a fun new interactive play area.

Pacific Coast Foam, San Diego's largest supplier and installer of expanded polystyrene (EPS) foam architectural shapes and accents, partnered with Design Perspectives, a design firm specializing in the restaurant and hospitality industry, on the development and design of the Sports Cafe's entrance. PCF provided the oversized 3-D sports elements (skateboard, basketball and soccer ball, to Fabrication Arts in San Diego for installation on the Sport Cafe's entrance.

PCF and PCF/Install are located at 8585 Miramar Place, San Diego 92121. The telephone number is (858) 455-1274 or the company can be reached toll-free at 888-511-FOAM (3626).

