

SEARS TOWER

SEARS TOWER SKYDECK PRESENTS A LEGO® ARCHITECTURE EVENT

LEGO® Artist to Build 20-Foot-Tall Sears Tower Replica On-Site

CHICAGO – September 22, 2008 – It took three and a half years to build the Sears Tower, but it will take just two days for LEGO Architecture artist Adam Reed Tucker to build its 20-foot replica out of LEGO bricks. Saturday, October 4, and Sunday, October 5, Tucker will invite Sears Tower Skydeck visitors to help him build the tower replica in sections, using a total of 50,000 bricks.

A former architect and founder of Brickstructures, Inc., Tucker launched LEGO Architecture, a line of famous architectural site replica kits, earlier this year. Sears Tower is one of the first models in the series, which will include other landmarks, including the John Hancock Center, Seattle's Space Needle and the Empire State Building in New York.

"I use LEGO bricks to level the playing field and introduce people to architecture, engineering and construction in a new and unexpected way," said Tucker. "From a design perspective, the Sears Tower was an early inspiration for the LEGO Architecture line – it's an icon whose unique design defined architectural standards that set it apart from earlier skyscrapers."

The Sears Tower replica will remain on display at the Skydeck upon its completion. The highest observatory in Chicago at 1,353 feet – offering views of up to 50 miles and four states on a clear day – the Skydeck features museum-quality exhibits of Chicago history for children and adults. A premier office tower and attraction, Sears Tower also serves as a gateway to the best the city has to offer. The Skydeck partners with the Chicago Trolley Company, City Pass and Go Chicago, enabling visitors to easily explore city sites and museums.

"The Sears Tower has defined the Chicago skyline and remains a modern structure more than 30 years after it was built," said Randy Stancik, vice president, Sears Tower. "Now, using a bit of imagination and a few LEGO bricks, Skydeck visitors can help recreate one of the world's most iconic buildings."

Participation in the event is free. Model kits for the Sears Tower are available for purchase at specialty stores, including the Sears Tower gift shop. For more information on the event, call 312.875.9696 or visit www.theskydeck.com. For more information about LEGO Architecture, visit www.brickstructures.com.

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About Sears Tower

Sears Tower is the premier corporate office building in Chicago, offering more than 3.8 million square feet of office and retail space. Located in Chicago's West Loop at 233 S. Wacker Drive, the skyscraper is easily accessible from the commuter rail stations, highways and all forms of public transportation. Standing 1,450 feet and 110 stories tall, Sears Tower is the tallest building in North America and an integral part of Chicago's culture. Originally opened in September 1973, it is now a multi-tenant office building, home to more than 100 different companies, including prominent financial services firms, law firms and insurance companies. Many Sears Tower offices boast spectacular vistas of Chicago, with views that can reach nearly 50 miles on a clear day. Sears Tower also boasts tremendous infrastructure, which includes enormous telecommunications capacity and unsurpassed electrical capacity and reliability. The Sears Tower Skydeck on the 103rd floor attracts more than 1.3 million visitors per year.

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