

RNS Reach

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LIVE COMPANY GROUP PLC (“LVCG” or the “Company”)

BRICKLIVE DOORS OPEN IN ARGENTINA

LVCG is pleased to announce that BRICKLIVE has arrived in Buenos Aires with a show that opened on the 19 and 20 May 2018. A further three days are scheduled over the weekend of the 25-27 May 2018 at the famous La Rural Exhibition Centre.

The show features popular BRICKLIVE content including LEGO Safari animals, brick pits including Duplo and Soft Play, racetracks, the ever-popular graffiti wall and a host of build zones made up of LEGO fans favourites including Star Wars, Minecraft, Friends, City and Architecture bricks.

The themed build zones are enhanced by character actors bringing the interactive experiences to life.

BRICKLIVE’s licensed partner for Argentina, EXIM ENT, has attracted new sponsors for the Buenos Aires show including Banco Macro, one of the largest banks in Argentina. EXIM ENT is BRICKLIVE’s licensed partner for countries in LATAM including Argentina, Uruguay and Mexico, operating on a license fee and working closely with the regional and international Brick Live Group team.

Further content sees BRICKLIVE working with the 501st Legion, Garrison Argentina that will allow Star Wars fans a photo opportunity with their favourite characters in the Star Wars build zone.

Jonathan Hofman, Head of Production for the South American BRICKLIVE partner EXIM ENT said, “We are proud to bring our amazing new BRICKLIVE show to the families of Buenos Aires. It’s such a delight to see families playing and building together, no matter what their age. We are excited to welcome even more visitors next weekend before we move onto the cities of Cordoba and Rosario in July.”

David Ciclitira: Executive Chairman at Live Company Group, said: “Watching BRICKLIVE events grow and thrive around the world is unbelievably exciting. Following their first show at the end of last year in Campinas, we are excited to now be building a presence in Argentina which demonstrates the universal appeal of the BRICKLIVE offering. The Buenos Aires event is a perfect example of just how diverse a BRICKLIVE event can be. There is something for animal lovers, Star Wars fans, AFOLs and children. BRICKLIVE events have the potential to appeal to a variety of demographics and the Buenos Aires show is proof of this.”

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About the Company:

Brick Live Group

Brick Live is a network of partner-driven fan-based shows using BRICKLIVE-created content worldwide. It owns the rights to BRICKLIVE - interactive experiences built around the creative ethos of the world's most popular construction toy - LEGO®. BRICKLIVE actively encourages all to learn, build and play, and provides an inspirational central space where like-minded fans can push the boundaries of their creativity. Brick Live Group is not associated with the LEGO Group and is an independent producer of BRICKLIVE.

Parallel Live Group

Parallel Live was founded by David Ciclitira in 2015 and owns the rights to promote BRICKLIVE in the USA. It will be responsible for running and promoting those events, including the location hire, event design, event construction, advertising and marketing, media planning, website design, event management, public relations and ticket sales, while Lego Systems, Inc will provide some of the content.

Website: www.livecompanygroup.com

Partner website: www.eximent.com