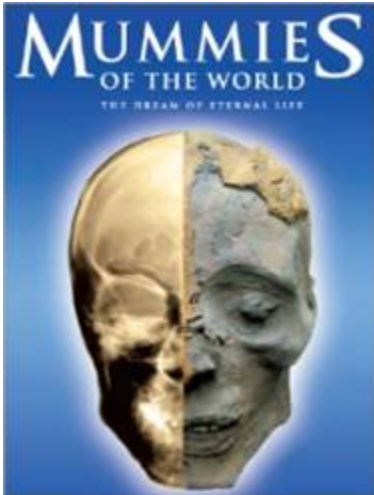


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***MUMMIES OF THE WORLD: THE DREAM OF ETERNAL LIFE***  
**THE BLOCKBUSTER TRAVELING EXHIBITION COMMENCING IN 2010**  
**ANNOUNCES MARKETING AND SPONSORSHIP AGREEMENT**

FOR IMMEDIATE RELEASE (**Boca Raton, Florida; April 23, 2009**) -- American Exhibitions, Inc., the United States tour exhibitor of **Mummies of the World: The Dream of Eternal Life**, the largest exhibition of mummies in the world, announced that it has entered into a marketing and sponsorship agreement with Joe Gold Marketing, Inc. headquartered in Boston.



*"Joe Gold has consulted on the King Tut, Body Worlds, and Titanic traveling exhibitions, as well as Delta Airlines, Verizon, Wireless and UBS," said Marcus W. Corwin, President of American Exhibitions, Inc. "As a leader in marketing traveling exhibitions, we are pleased to have Joe Gold join our team."*

**Mummies of the World: The Dream of Eternal Life** is the largest exhibition of mummies and artifacts from across the globe and the first of its kind in the United States. The exhibition, which melds science, culture and history while utilizing state-of-the-art scientific and forensic research, is expected to draw over two million visitors when it commences its limited United States tour in July 2010. American Exhibitions, Inc. has targeted the major cities of Los Angeles, Boston, Chicago, Philadelphia, St. Louis, Houston and Minneapolis/St. Paul for the **Mummies of the World: The Dream of Eternal Life** tour.

*"We encourage corporations, foundations and others to consider the many sponsorship opportunities that exist with **Mummies of the World: The Dream of Eternal Life**,"* said Joe Gold, President of Joe Gold Marketing. *"Whether it is brand recognition or charitable giving, we develop sponsorship programs to match and meet every sponsor's unique interests and initiatives."*

Dignified, reverent and scholarly, **Mummies of the World: The Dream of Eternal Life** is an extraordinary collection that brilliantly enhances our educational, scientific and cultural landscape, as mummification provides a window into the lives, history and cultures of every major region of the world.

*"Never in history has there been such an important collection of mummies and artifacts,"* said James Delay, Vice President of American Exhibitions, Inc. *"The exhibition's sponsorship opportunities provide a window for charitable giving, support for school groups and educational initiatives, as well as increasing sponsor recognition and involvement with the major museums in the cities and communities they serve."*

**Mummies of the World: The Dream of Eternal Life** is presented by American Exhibitions, Inc. in association with the Reiss-Engelhorn Museums, Mannheim, Germany. The exhibition is not merely a presentation of mummies; it originated from the scientific work of the German Mummy Project. The German Mummy Project is an international, multidisciplinary collaboration of specialists from 15 different institutes in 7 countries.

American Exhibitions, Inc. is a producer of museum-quality touring exhibitions for science centers and museums whose mission is to produce blockbuster exhibits that physically, intellectually and emotionally excite, educate and engage those who experience them. As a member of the Association of Science-Technology Centers (ASTC) and the American Association of Museums (AAM), American Exhibitions, Inc. is one of the largest, privately-funded exhibitors in the United States. The Reiss-Engelhorn Museums, an internationally-acclaimed complex in Mannheim, Germany, has been one of the major venues for exhibitions in Europe in the realms of

archaeology and world cultures. With a collection that began in the early 1700's, the museums house over 1.2 million objects in its collection, comprising over 300,000 square feet of exhibition space.

Please visit [www.mummiesoftheworld.com](http://www.mummiesoftheworld.com).

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