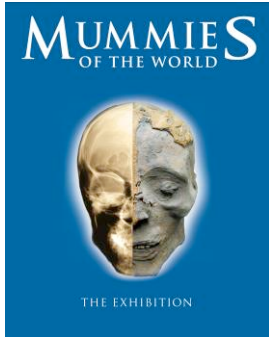


MUMMIES OF THE WORLD

FOR IMMEDIATE RELEASE

CALIFORNIA SCIENCE CENTER EXTENDS MUMMIES OF THE WORLD HOURS TO ACCOMMODATE CROWDS DURING THE FINAL DAYS



LOS ANGELES, Oct. 27, 2010 — One of the most successful exhibitions in the California Science Center's 13-year history, *Mummies of the World* is moving to extended hours for the final days before closing on November 28, 2010. The exhibition, which opened to sold-out crowds on July 1, welcomed its milestone 100,000th visitor just seven weeks after its world premiere. Beginning November 1, the Science Center will extend hours Friday thru Sunday from 10:00 am to 7:00 pm and on the final weekend of November 26 -28 from 9:00 am to 7:00 pm.

Visitors to *Mummies of the World* come face-to-face with mummies and related artifacts from South America, Europe, Asia, Oceania, and Egypt. The exhibition includes some amazing specimens, including a child mummy from Peru that pre-dates the birth of King Tut by 3,000 years; ancient Egyptian animal mummies, intentionally preserved to accompany royals for eternity; an 18th-century mummified family discovered in a Hungarian church; and a 17th-century German nobleman preserved in the crypt of his family's castle.

"It's gratifying to see that the public is taking advantage of this rare opportunity to learn about the science involved in the study of mummies and we are thrilled that we will have the opportunity to extend this experience," says Jeff Rudolph, president of the California Science Center.

"This exhibition traveled nearly 6,000 miles to become part of the rich and diverse culture of Los Angeles," says Marc Corwin, president of American Exhibitions, Inc. "We anticipate a lot of traffic to *Mummies of the World* in its remaining weeks in Los Angeles, and we encourage people to plan ahead so they won't miss their chance to see it."

"This exhibition is a prime example of the kind of cultural and educational attractions that Los Angeles is known for," says Michael McDowell, the Senior Director for Cultural Tourism for LA INC., the Los Angeles Convention and Visitors Bureau. "*Mummies of the World's* popularity has exceeded our expectations. We think the exhibition's final weeks at the California Science Center will be a great success."

To avoid long lines at the box office, visitors are encouraged to purchase their tickets in advance at www.californiasciencecenter.org.

More information is available online: www.mummiesoftheworld.com.

To enhance the guest experience during the run of *Mummies of the World*, the Science Center IMAX Theater is featuring *Mummies 3D: Secrets of the Pharaohs*. Combo tickets for any of the IMAX films and *Mummies of the World* are available.



www.mummiesoftheworld.com

The **California Science Center** is a dynamic destination where families, adults and children can explore the wonders of science through interactive exhibits, live demonstrations, innovative programs and awe-inspiring films. Its mission is as follows:” We aspire to stimulate curiosity and inspire science learning in everyone by creating fun, memorable experiences, because we value science as an indispensable tool for understanding our world, accessibility and inclusiveness, and enriching people’s lives.”

American Exhibitions, Inc. produces world-class touring exhibitions for science centers and museums that excite, educate and engage visitors. As a longstanding member of the Association of Science-Technology Centers (ASTC) and the American Association of Museums (AAM), American Exhibitions, Inc. is one of the leading exhibit producers in the United States. <http://www.americanexhibitions.com>

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 archeology and world cultures. With a collection that began in the early 1700s, the museum houses more than 1.2 million objects in its collection, comprising over 300,000 square feet of exhibition space. <http://www.rem-mannheim.de/>

The California Science Center and IMAX Theater are located in historic Exposition Park just west of the Harbor (110) Freeway at 700 Exposition Park Drive. The Science Center is open daily from 10:00 a.m. – 5:00 pm with the exception of Thanksgiving (November 25), Christmas and New Year’s Day. Please check the Science Center web site for schedule updates. Tickets for *Mummies of the World* are currently on sale. Guests are encouraged to buy their tickets online at www.californiasciencecenter.org to reserve an entry date & time. The exhibit’s special group information number is (213) 744-2019. *Mummies of the World* admission prices are \$19.50 for adults 18-59, \$16.50 for youth 13 to 17, students with I.D. & seniors 60+, and \$12.50 for children 4 - 12. Member rates are \$12.50 for adults, \$11.50 for youth 13 to 17, students with I.D. & seniors 60+, and \$10.50 for children 4-12. *Mummies of the World* and IMAX combination ticket prices are \$25.75 for adults 18-59, \$21.50 for youth 13-17, students with I.D. and seniors 60+, and \$16.50 for children 4-12. Special rates for schools and other groups of 15 and over apply. Children under the age of 13 must be accompanied by a responsible adult. Admission to all other Science Center exhibits is free. More information is also available at www.californiasciencecenter.org or www.mummiesoftheworld.com.

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