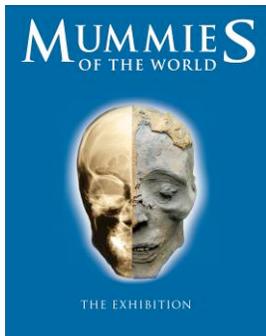


MUMMIES OF THE WORLD

MILWAUKEE PUBLIC MUSEUM RECEIVES \$1 MILLION GRANT FROM THE NORTHWESTERN MUTUAL FOUNDATION

Significant portion of grant to be used as presenting sponsorship of *Mummies of the World*



Milwaukee, December 2, 2010 — The Milwaukee Public Museum recently announced that it is the recipient of a \$1 million grant from the Northwestern Mutual Foundation, the largest corporate giver in the state of Wisconsin. A significant portion of the five-year grant will be used as presenting sponsorship of the special exhibition *Mummies of the World*, which will open at the Museum on December 17.

“Northwestern Mutual is a long-standing corporate supporter and partner of the Milwaukee Public Museum, and of the community,” said Jay Williams, Milwaukee Public Museum President and CEO. “This new commitment has enabled us to once again bring a world-class exhibition to the city. Northwestern Mutual’s support of additional museum projects and programs gives us even more opportunity to strengthen our status as a cultural hub of the Midwest.”

Presented by American Exhibitions, Inc., *Mummies of the World* is the largest exhibition of mummies and related artifacts ever assembled, featuring an astounding collection of real human and animal mummies and objects from South America, Europe, Asia, Oceania and Egypt. Showcasing state-of-the-art science tools and techniques, this groundbreaking exhibition bridges the gap between past and present, showing how science can shed light on the historical and cultural record around the world.

Milwaukee is only the second city to host *Mummies of the World*, which premiered in Los Angeles at the California Science Center in July.

“The Northwestern Mutual Foundation is proud to partner with the Museum in bringing world class exhibits to Milwaukee,” said Northwestern Mutual Foundation President Kimberley Goode. “Attractions like the Milwaukee Public Museum provide residents and visitors exposure to exhibits that enhance learning, while helping Milwaukee-area businesses recruit and retain talented employees looking for a great place to live.”

Mummies of the World is a ticketed event and requires a timed entry. Advance reservations are highly recommended. Tickets are available to be purchased online at www.mpm.edu or by calling 414-223.4676.

More information about the exhibition is online: www.mummiesoftheworld.com.

American Exhibitions, Inc. is a producer of world class touring exhibitions for science centers and museums. It is American Exhibitions, Inc.'s mission to produce exhibits that physically, intellectually and emotionally excite, educate and engage those who experience them. American Exhibitions, Inc. is a long-standing member of the Association of Science-Technology Centers (ASTC) and the American Association of Museums (AAM).

The Milwaukee Public Museum (MPM) is a human history and natural science museum located in downtown Milwaukee, Wisconsin. The museum was chartered in 1882 and opened to the public in 1884. MPM has three floors of exhibits that encompass life-size dioramas, walk-through villages, world cultures, dinosaurs, a rain forest and a live butterfly garden, as well as the Humphrey IMAX Dome Theater and the Daniel M. Soref Planetarium. The museum houses more than 4.5 million objects and hosts nearly half a million visitors each year.

The MPM is operated by Milwaukee Public Museum, Inc., a private, non-profit company, and its facilities and collections are held in trust and supported by Milwaukee County for the benefit of the public. The MPM is located at 800 W. Wells St. Admission, hours and event details are on the web at www.mpm.edu.

The mission of the Northwestern Mutual Foundation – the largest corporate giver in the state of Wisconsin – is to build strong, vibrant communities that serve as a legacy to future generations. The Foundation's giving is designed to create an impact on the communities where the company's employees and financial representatives live and work. In fiscal year 2010, the Foundation contributed more than \$15 million to nonprofit organizations across the country. To learn more, visit www.nmfoundation.com.

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