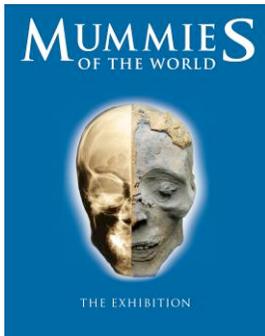


MUMMIES OF THE WORLD

MUMMIES OF THE WORLD WELCOMES MILESTONE 100,000TH VISITOR

MUMMIES BECOMES ONE OF THE MOST SUCCESSFUL PAID EXHIBIT OPENINGS IN CALIFORNIA SCIENCE CENTER HISTORY



LOS ANGELES, Aug. 19, 2010 – *Mummies of the World*, the largest exhibition of mummies ever assembled, welcomed its 100,000th visitor today – just seven weeks after its July 1 world premiere at the California Science Center. This benchmark achievement makes *Mummies of the World* one of the most successful paid exhibit openings in the Science Center’s 13 years. At the end of July, the California Science Center and American Exhibitions, Inc. announced extended weekend hours to accommodate popular demand for the must-see exhibition, one of Los Angeles’ hottest attractions this summer.

“Crowds have been lining up to see *Mummies of the World* since it opened,” says Jeff Rudolph, president of the California Science Center. “It has been gratifying to see that so many people appreciate the opportunity this exhibit offers to learn more about the scientific research involved in the study of mummies.”

James Medrano of Pomona, Calif., was the 100,000th visitor to the exhibition since a group of Hollywood celebrities including Seth Green, Virginia Madsen, Edward James Olmos and Alex Trebek celebrated its opening at a VIP event earlier this summer. He brought his daughter, Camille, 15; son, Aiden, 11; and their cousin, Adrian Guerrero, 10, to see the exhibit before school began again. The family was in line when they were informed of the milestone.

Medrano and his family received a special 100,000th visitor package, including the 338-page, 230-illustration *Mummies of the World* exhibition catalog, edited by Alfried Wiczorek and Wilfried Rosendahl, from Prestel Publishing (Munich, Germany); a *Mummies of the World* DVD; and a one-year “Explorer Family Membership” to the California Science Center, including four complimentary IMAX vouchers, two parking vouchers and an attraction pass good for four rides on the high wire bike or climbing wall, and a 10-percent discount at all restaurants.

“This is exciting,” Medrano said. “We’ve been hearing about this exhibition, and my daughter said that looks interesting, let’s go and check it out. It took us an hour to get here – we had tickets to get in at 11 a.m., and were worried we’d be late. And now here we are – a good surprise.”

Attracting visitors from far and wide to the California Science Center, the *Mummies of the World* is now among the highest-ranked paid exhibits ever hosted by the Science Center. In its first 50 days, the exhibition has welcomed 100,000 visitors through the door; ticket sales including future dates put the total number at 106,687. The total number for the first *Body Worlds* exhibition – another world premiere – which the Science Center hosted from July 2, 2004 to Jan. 23, 2005, was 102,525 during the same time frame. The total number for the *Titanic* exhibition, which the Science Center hosted from Feb. 9 to Sept. 1, 2003, was 66,412 during its first 50 days.

“As a leading marketing partner for *Mummies of the World*, LA INC. the Los Angeles Convention and Visitors Bureau is pleased to mark this attendance milestone in such a remarkably short time,” says Michael McDowell, LA INC.’s Senior Director for Cultural Tourism. “The early and continued success of



Mummies of the World is just the latest indicator of Los Angeles' reputation for presenting world-class cultural and educational exhibitions that capture and stir the imagination of residents and visitors alike."

Mummies of the World is open until 7 p.m. PT on Fridays, Saturdays and Sundays, with the last ticket sold at 5:30 p.m. PT, though Sept. 5. The exhibition is open Monday through Thursday from 10 a.m. to 5 p.m. PT.

American Exhibitions, Inc. is one of the leading exhibition producers in the United States, specializing in world-class touring exhibitions for science centers and museums. It is a longstanding member of the Association of Science-Technology Centers (ASTC) and the American Association of Museums (AAM). <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. The museum houses a collection of 1.2 million objects in more than 300,000 square feet of exhibition space. <http://www.rem-mannheim.de/>

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."

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. 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.

PHOTOS AVAILABLE UPON REQUEST OR BY VISITING

<http://www.mummiesoftheworld.com/press-room/100000th-visitor/>

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