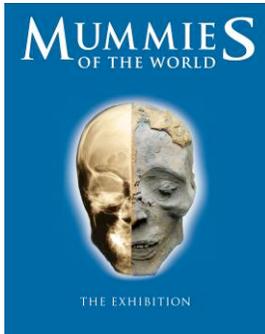


MUMMIES OF THE WORLD

FOR IMMEDIATE RELEASE

THE CALIFORNIA SCIENCE CENTER EXTENDS *MUMMIES OF THE WORLD* SUMMER HOURS DUE TO POPULAR DEMAND



LOS ANGELES, July 28, 2010 – Extended weekend hours have been put in place to accommodate large crowds of visitors wishing to see the *Mummies of the World* exhibit for the remainder of the summer. Starting Saturday, July 31, *Mummies of the World* will be open two additional hours every Friday, Saturday and Sunday through Sept. 5, it was announced today by Jeff Rudolph, president and CEO of the California Science Center and Marc Corwin, CEO of American Exhibitions, Inc. The exhibition will remain open until 7 p.m. PDT on weekends with the last ticket sold at 5:30 p.m. PDT. The daily exhibition hours for Monday through Thursday will continue from 10 a.m. to 5 p.m. PDT.

As one of the most popular traveling exhibition openings ever at the California Science Center, *Mummies of the World* is bringing significantly higher crowds through the Science Center turnstiles every day – and has drawn sell-out crowds the last three consecutive weekends. The Science Center added the additional six hours per weekend in an effort to satisfy popular demand to attend the largest exhibition of mummies and related artifacts ever assembled, which made its world premiere on July 1.

“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,” notes Rudolph. “The Science Center is responding with extended hours to make every effort to accommodate those who are planning to see the exhibition this summer.”

According to preliminary statistics by the California Science Center, the *Mummies of the World* exhibition is attracting visitors from far and wide in addition to the Greater Los Angeles metropolitan area.

“I would like to extend my heartfelt thanks to the California Science Center and the Los Angeles visitors who have made the world premiere of *Mummies of the World* such a success,” says Corwin. “We’re thrilled by the crowds of people coming to see the exhibition, and are pleased that so many visitors from all over the world have become as fascinated by these mummies as we are.”

“*Mummies of the World* is clearly proving to be one of the most compelling visitor attractions for LA this summer,” adds Mark Liberman, president and CEO of LA INC. The Los Angeles Convention and Visitors Bureau. “Los Angeles is well known as a city where big premieres happen and people are traveling to LA to be among the first to see the debut of this exciting exhibit. With extended hours, even more visitors will have the chance to say they saw it here first.”

American Exhibitions, Inc. is one of the leading exhibition producers in the United States, specializing



www.mummiesoftheworld.com

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.

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