

NEWS



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Museum of Science and Industry to Host Global Premiere of Harry Potter: The Exhibition

New International Touring Exhibition to Debut in Chicago April 30, 2009

Tickets on Sale December 11, 2008, only at www.msichicago.org

CHICAGO, Ill. – December 11, 2008 – Harry Potter fans will finally have a chance to get a first-hand look inside the famous wizard's magical world through Harry Potter: The Exhibition, which will open at the Museum of Science and Industry in Chicago on April 30, 2009. Tickets are now on sale exclusively online at www.msichicago.org. Harry Potter: The Exhibition will give visitors the opportunity to see the craftsmanship of the authentic costumes and props from the films displayed in settings inspired by the Hogwarts film sets. In partnership with Warner Bros. Consumer Products, Becker Group, which recently combined operations with Exhibitgroup/Giltspur, created the 10,000-square-foot exhibition.

"We are proud to present this unique exhibition, which captures the magic of Harry Potter and will give fans of all ages a front row seat to some of the most iconic artifacts and scenic elements from the beloved films," said Brad Globe, President, Warner Bros. Consumer Products. "We are pleased to debut this very special exhibit in Chicago at the Museum of Science and Industry."

"Since 2000, when we began production on the adaptation of the first of Jo Rowling's remarkable books, we have had the great privilege of working with some of the most talented artists and craftsman in the world," said David Heyman, the producer of the Harry Potter films. "We are delighted that fans will finally have the opportunity to see, in person, some of their favorite props and costumes. We are looking forward to audiences enjoying the care, creativity and attention to detail involved in their making, just as we do each and every day on set."

Harry Potter: The Exhibition, which will run in Chicago through September 7, 2009, will include elaborate displays of artifacts and props from popular environments featured in the films, such as those from Hogwarts School of Witchcraft and Wizardry, including the Gryffindor common room and Hagrid's hut.

"We are honored to bring Harry Potter: The Exhibition to life for devoted fans around the world," said Eddie Newquist, President, Creative Studio of Exhibitgroup/Giltspur. "It is a great privilege to host the opening of this one-of-a-kind exhibition at the Museum of Science and Industry, one of the premier cultural institutions in the United States. We have dedicated ourselves to creating an exhibition that is enchanting, engaging and, above all, true to the spirit of the Harry Potter films."

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"The Harry Potter series has captivated the imaginations of children and adults throughout the world," said David Mosena, President and Chief Executive Officer of the Museum of Science and Industry. "We are delighted to be working with Exhibitgroup/Giltspur and Warner Bros. Consumer Products to bring this wonderful exhibition to life as it embodies our Museum's mission of inspiring the inventive genius in everyone."

After its run at the Museum of Science and Industry, the exhibition will be displayed in other major cultural and entertainment venues, museums and institutions in the U.S. and internationally. The exhibition will also be updated to include artifacts and costumes from the final installments of the Harry Potter film series once the production of these films has been completed.

Harry Potter: The Exhibition will open on Thursday, April 30 and run through Monday, September 7, 2009. The exhibition requires a time-entry ticket and will be open for guests during regular Museum hours, as well as each evening until 9:00 p.m. during the Chicago run.

The Museum of Science and Industry will begin offering tickets for the Chicago run beginning Thursday, December 11 at 10 a.m. Central Time. Tickets will only be available for purchase online at www.msichicago.org. Combination admission into the Museum and Harry Potter: The Exhibition during the day is \$26 for adults; \$25 for seniors and \$19 for children ages 3-11. After the Museum closes, evening hour tickets are \$18 for adults and seniors and \$15 for children ages 3-11.

About Exhibitgroup/Giltspur

Exhibitgroup/Giltspur (EG) is an award-winning experiential marketing agency known for creating meaningful and memorable connections between leading companies and their customers. By producing powerful brand experiences through exhibits, events, mobile marketing tours, permanent installations, and temporary retail environments, EG helps clients accelerate the sales process, deepen brand loyalty and consistently deliver superior results. The company also creates branded entertainment experiences that surprise and delight audiences worldwide. Backed by the financial strength of its parent company, Viad Corp (NYSE: VVI), EG employs more than 600 industry experts in 28 client care centers throughout the world. For more information, please visit www.e-g.com.

About the Museum of Science and Industry

The Museum of Science and Industry's mission is to inspire the inventive genius in everyone by presenting captivating and compelling experiences that are real and educational. Located at 57th Street and Lake Shore Drive, the Museum is open every day of the year except December 25. The Museum is supported in part through the generosity of the people of Chicago through the Chicago Park District. For more information, visit the Museum's Web site at www.msichicago.org or call (773) 684-1414 or (800) GO-TO-MSI outside of the Chicago area.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

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