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**KING TUT EXHIBITION AT PHILADELPHIA'S FRANKLIN INSTITUTE
MAKES HISTORY WITH 1.29 MILLION VISITORS**

*"Tutankhamun and the Golden Age of the Pharaohs" Attracted
Nearly 4 Million Visitors During 27-Month U.S. Tour*

PHILADELPHIA (October 1, 2007) — "Tutankhamun and the Golden Age of the Pharaohs" completed its run today at The Franklin Institute in Philadelphia as the most popular museum exhibition in the Commonwealth of Pennsylvania's history. Just shy of 1.3 million visitors since its February 2007 opening, The Franklin Institute was the most-visited venue of the current North American tour of the boy king, making it the second-most successful touring exhibition stop in U.S. history — bested only by 1979's King Tut tour visit at The Field Museum in Chicago.

"The record-breaking attendance numbers are a testament to the exhibit's broad appeal, and evidence that Philadelphia has become a destination for visitors both domestically and internationally," said Dennis M. Wint, president and CEO of The Franklin Institute. "Breaking records ever since tickets went on sale in April 2006, this exhibition has been a huge success, not only for The Franklin Institute, but for the entire region."

"I believe we have set the new standard for the term 'blockbuster' by attracting nearly four million visitors during our four-city tour," said John Norman, president of Arts and Exhibitions International.

"I know that I speak for all the partners involved in organizing this exhibition when I say that it has been truly rewarding to see firsthand the amazement on people's faces as they gaze at these priceless treasures of the ancient world."

The Franklin Institute partnered with the Greater Philadelphia Tourism Marketing Corporation (GPTMC) to ensure that the excitement and interest in Egypt would be extended throughout the city through hotel packages and tours, and a retail, restaurant and shopping component called Go Golden. Recognizing the significant tourism potential as the only Northeastern stop for the exhibition, the Commonwealth of Pennsylvania and Governor Edward G. Rendell invested \$1 million with GPTMC to create a tourism marketing campaign, including advertising, media relations, promotions and online.

"Philadelphia is such a great city for partnerships. Because of that, we were able to help Tut be a blockbuster for the city as well as for The Franklin Institute," said Meryl Levitz, GPTMC president and CEO. "The citywide excitement came from the quality of the

exhibit, the pride of the residents, the active hotel community, and more than 100 shops, attractions, restaurants and other businesses that joined the Go Golden Tut-themed program.”

The exhibit was visited by travelers from all 50 states and a host of international destinations, helping The Franklin Institute set Institute records for most attended day, week, weekend, month and year since recordkeeping began for the museum.

The exhibit exceeded its initial attendance forecast by almost 30 percent, while welcoming 200,000 school children at discounted student ticket prices. Tut-related curriculum material was made available to hundreds of teachers in the Philadelphia area under an educational initiative underwritten by The Bank of New York Mellon, whose predecessor company, Mellon Financial Corporation, served as presenting sponsor for the exhibition. Tickets for children from the School District of Philadelphia were purchased through grants from The Bank of New York Mellon, PECO, Starbucks and exhibition organizer Arts and Exhibitions International. The Franklin Institute also was able to provide special benefits for participants in its ongoing Community Night program.

The group sales category in general for King Tut resulted in approximately 350,000 visitors – a record for The Franklin in one year, and a record for the current Tutankhamun tour. More than 150,000 members of adult groups attended, representing tremendous growth in a new category for The Franklin and a testament to the strength of the partnerships with the GPTMC and the Philadelphia Convention & Visitors Bureau (PCVB).

“The enthusiastic feedback that we had been getting from tour operators and group leaders at the group tourism trade shows in the lead-up to the exhibition led us to believe that it would set records for groups,” said Fritz Smith, vice president of tourism, Philadelphia Convention & Visitors Bureau. “The numbers further reinforce Philadelphia’s place as a top group destination and represent another milestone on our march to join the top tier for group travel.”

Organized by National Geographic, Arts and Exhibitions International and AEG Exhibitions, with cooperation from the Egyptian Supreme Council of Antiquities, the exhibition drew nearly 4 million visitors at four venues since June 2005. It attracted 937,613 people at the Los Angeles County Museum of Art; 707,534 at the Museum of Art, Fort Lauderdale; and 1,044,743 at The Field Museum in Chicago, breaking records in each city.

The Bank of New York Mellon was the presenting sponsor and PECO was the associate sponsor in Philadelphia.

“The Tut exhibit gave us a unique opportunity to integrate our marketing and community affairs programs in the Philadelphia area,” said Rose M. Gabbianelli, executive vice president and director of global public affairs for The Bank of New York Mellon. “As evidenced by the success of our client events at The Franklin Institute, the benefits

derived by schools from our Mellon-supported educational initiative, and the public's overwhelmingly positive response to the exhibit, we overachieved in reaching our objectives."

"As a long-time supporter of the The Franklin Institute, PECO, an Exelon Company, is thrilled to have been a part of the history-making King Tut exhibit," said Denis O'Brien, PECO's president and member of The Franklin Institute board of directors. "This premier event has helped to enrich the lives of our valued customers and employees throughout the Philadelphia region."

The exhibition will now travel to London, where it will open at The O2 on November 15.

ABOUT THE FRANKLIN INSTITUTE

Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. Pennsylvania's most visited museum, it is dedicated to creating a passion for science by offering new and exciting access to science and technology. Eight new, interactive, theme-based, state-of-the-art exhibits were recently launched, as well as renovations to museum theaters, the retail store, and public areas. For more information please visit www.fi.edu or call 215-448-1200.

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"Tutankhamun and the Golden Age of the Pharaohs" at The Franklin Institute Exhibition Statistics*

"Tutankhamun and the Golden Age of the Pharaohs" visited The Franklin Institute (TFI) in Philadelphia from February 3 to September 30, 2007, becoming the most popular museum exhibition in the state's history, and also the most-attended venue on the current 27-month U.S. tour. Following are some fun facts about the exhibition's run at The Franklin Institute:

- **Attendance:** Initial attendance was forecast at 1 million visitors. With the final number coming in at 1.29 million visitors, marking the largest museum exhibit attendance in Philadelphia history, the museum's own expectations were exceeded by nearly 30 percent.
- **Most Attended Day:** Sunday, Sept. 20, with 14,396 visitors.
- **Most Attended Weekend:** The final weekend, Friday, Sept. 28 - Sunday, Sept. 30, with 27,991 visitors, which is 7,000 more than the previous record-setting weekend.
- **Most Attended Week:** Week of September 24 with 59,562 visitors, which was the most-attended week throughout the entire run of the exhibition.
- **Most Attended Month:** April 2007, with 186,327 visitors.
- **Biggest Year:** With three months left in the year, The Franklin Institute already has exceeded its annual attendance record.

- **IMAX Film:** The Franklin Institute (TFI) co-produced the IMAX feature *Mummies*, which reached the "Franklin Top-10" faster than any other IMAX on record and was attended by more than 325,000 visitors.
 - *Mummies: Secrets of the Pharaohs* marks TFI's first feature-length film partnership.
 - Showings already have catapulted TFI's IMAX Dome theater to the most-attended in the country this year.
 - 40 percent of exhibit visitors saw an IMAX film.
 - For the first time ever, TFI developed online educational materials as well as a poster featuring science activities, which was given to students who saw the film. The initiative was funded by a grant from TFI's film partner, Giant Screen Films.

- **Group Ticket Sales Total:** 350,000 visitors saw the exhibit through group ticket sales, including:
 - 200,000 school children, which included groups from the School District of Philadelphia. Discounted tickets for the school groups were funded by grants from Starbucks, The Bank of New York Mellon and by exhibition organizer Arts and Exhibitions International.
 - § All children received grade-appropriate study guides focusing on ancient Egypt as part of an educational initiative funded by The Bank of New York Mellon.
 - More than 154,000 visitors attended the exhibit as a part of adult groups, which represents tremendous growth in a new category for The Franklin Institute.

- **Hotel Packages:** More than 15,000 Tut hotel packages, which combined room accommodations with tickets to the exhibition, were sold through the 15 partner hotels, totaling more than 25,000 room nights and resulting in 40,000 visitors to the exhibit.

- **Tut Trolley:** 20,000 people rode the Tut Trolley to and from the exhibition.

- **Tut's Oasis:** A special dining experience, set up by Frog Catering within the museum, was specifically designed for the King Tut exhibition. The most popular item was the "King's Five Dish Sampler," which was comprised of baba ganoush, hummus, stuffed grape leaves, tabouleh, and fatoush. The most popular dessert was the "Pharaoh's Golden Pyramid," a chocolate pyramid cake crowned with dark chocolate flecked with real gold and cinnamon whipped cream.

**All records represent numbers since record keeping began for The Franklin Institute in 1992*

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