

# TUTANKHAMUN

## AND THE GOLDEN AGE OF THE PHARAOHS

### FOR IMMEDIATE RELEASE

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### MELLON FINANCIAL CORPORATION BECOMES SPONSOR OF 'TUTANKHAMUN AND THE GOLDEN AGE OF THE PHARAOHS' EXHIBITION AT THE FRANKLIN INSTITUTE IN PHILADELPHIA

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**PHILADELPHIA, February 7, 2006** — Mellon Financial Corporation has entered into an agreement with Los Angeles-based AEG Exhibitions, Arts and Exhibitions International, The Franklin Institute in Philadelphia and National Geographic, with cooperation from the Egyptian Supreme Council of Antiquities, to become the Philadelphia sponsor for “Tutankhamun and the Golden Age of the Pharaohs,” the first U.S. tour of the treasures of Tutankhamun (King Tut) in 26 years. Arriving in Philadelphia after drawing millions of museum goers to the Los Angeles County Museum of Art, The Museum of Art Fort Lauderdale and The Field Museum in Chicago, the exhibition will open at The Franklin Institute, its fourth and final U.S. destination, on February 3, 2007 and run through September 30, 2007.

“As a global financial services provider with deep roots in the Philadelphia area, we view this sponsorship as an investment in both our business and our community,” said Rose M. Gabbianelli, Mellon executive vice president and director of corporate affairs.

The official announcement of Mellon’s sponsorship was made by David B. Kutch, chairman of Mellon’s Mid-Atlantic region. As Mellon’s senior executive in the Philadelphia area, Kutch will manage Mellon’s participation in the many marketing and community affairs events being planned around the exhibition.

“As part of our private wealth management practice, we frequently counsel clients with an interest in philanthropy. Our support for important cultural events like the Mellon Jazz series at the Kimmel Center and the upcoming King Tut exhibition allows us to demonstrate the benefits of effective philanthropic investments,” Kutch said, adding, “We share in Philadelphia’s

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excitement awaiting Tut's arrival, and look forward to working with our friends at The Franklin Institute to make this a truly memorable cultural event.”

“The Franklin Institute is extremely excited and honored to host this remarkable collection of treasures and artifacts,” said Dr. Dennis M. Wint, president and CEO of The Franklin Institute. “As the sole destination on the East Coast, The Franklin Institute is looking forward to welcoming hundreds of thousands of visitors to the state of Pennsylvania. We expect that the exhibit will attract travelers from the entire Atlantic Seaboard – from Boston, Washington, D.C. and beyond, to Pennsylvania, including the cities of Pittsburgh and Philadelphia.”

Certificates to guarantee tickets for the engagement of “Tutankhamun and the Golden Age of the Pharaohs” at The Franklin Institute are available now. To learn more about ticketing certificates, or for advance reservations for group tickets, please visit [www.KingTut.org](http://www.KingTut.org).

“On behalf of Arts and Exhibitions International, AEG Exhibitions and National Geographic, we are pleased to have Mellon Financial Corporation on board for Philadelphia, the final U.S. destination of the King Tut exhibit,” said Timothy J. Leiweke, president and CEO, AEG. Their support of cultural programs and strong presence in the region makes them an ideal partner for this extraordinary exhibition, and we are confident they look forward to a fruitful partnership built on the continued success the exhibit has seen in its first three markets.”

#### **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, The Franklin Institute recently hosted Gunther von Hagen's Body Worlds, which became the City of Philadelphia's most visited traveling exhibit with over 600,000 visitors. For more information please visit [www.fi.edu](http://www.fi.edu).

#### **About Mellon**

Mellon Financial Corporation is a global financial services company. Headquartered in Pittsburgh, Mellon is one of the world's leading providers of financial services for institutions, corporations and high net worth individuals, providing institutional asset management, mutual funds, private wealth management, asset servicing, payment solutions and investor services, and treasury services. Mellon has approximately \$4.7 trillion in assets under management, administration or custody, including \$781 billion under management. News and other information about Mellon is available at [www.mellon.com](http://www.mellon.com).

#### **About “Tutankhamun and the Golden Age of the Pharaohs”**

This exhibition is organized by National Geographic, AEG Live Exhibitions and Arts and Exhibitions International (AEI), with cooperation from the Egyptian Supreme Council of Antiquities.