

TUTANKHAMUN

AND THE GOLDEN AGE OF THE PHAROHS



The Franklin Institute
Science Museum

FOR IMMEDIATE RELEASE

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KING TUT EXHIBITION AT PHILADELPHIA'S THE FRANKLIN INSTITUTE ON PACE TO SET NEW U.S. MUSEUM ATTENDANCE RECORD

PHILADELPHIA - September 4, 2007 — With over 1.2 million tickets sold to date and approximately one month remaining in the exhibition run, "*Tutankhamun and the Golden Age of the Pharaohs*" at The Franklin Institute in Philadelphia is on pace to break the U.S. traveling exhibition attendance record. The previous record of 1.3 million visitors was set in 1977 when the "*Treasures of Tutankhamun*" visited The Field Museum in Chicago.

Since premiering in June 2005, "*Tutankhamun and the Golden Age of the Pharaohs*" has drawn more than 3.5 million visitors, setting local records in each city including Los Angeles, Fort Lauderdale and Chicago. The Philadelphia exhibit is on target to eclipse attendance numbers for all previous cities, making the Philadelphia engagement the most attended traveling museum exhibition in U.S. history.

"The King Tut exhibition has brought crowds from all over the world to our institution," said Dennis Wint, president & CEO of The Franklin Institute. "The success of this exhibition has solidified its place in Philadelphia, and U.S. history, and proves the enormous and growing power of Philadelphia tourism."

Visiting Philadelphia in the final weeks of the exhibition's run, Zahi Hawass, secretary general of Egypt's Supreme Council of Antiquities, will hold a special engagement lecture on Sept. 6 to detail some of his recent finds and talk about the success of the exhibition. Titled "Recent Discoveries at the Pyramids and the Valley of the Kings," the lecture will be held at the Irvine Auditorium at the

University of Pennsylvania on Thursday at 7 p.m. Tickets are \$15 and can be purchased at www.fi.edu.

ABOUT THE EXHIBITION

The exhibition is organized by National Geographic, Arts and Exhibitions International and AEG Exhibitions, with cooperation from the Egyptian Supreme Council of Antiquities.

Mellon Financial Corporation is the presenting sponsor and PECO is the associate sponsor in Philadelphia. The exhibition is supported by the Greater Philadelphia Tourism and Marketing Corporation.

TICKET INFORMATION

Tickets are still available for “Tutankhamun and the Golden Age of the Pharaohs” at The Franklin Institute, the fourth and final destination on the current tour. Individual tickets range from \$17.50 to \$32.50. Tickets are timed and dated, and admission is 8:30 a.m. - 8 p.m. daily. Due to high ticket demand, advance ticket purchase is strongly recommended. For information about the exhibition or tickets, please call 1-877-TUT-TKTS or visit www.KingTut.org or www.fi.edu/tut. Information about tickets for groups of 15 or more is available at 1-888-600-KTUT or at www.fi.edu/tut. To plan a trip or book a stay, please visit www.gophila.com/TUT.

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.