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HARRY POTTER AND THE HALF-BLOOD PRINCE: THE IMAX EXPERIENCE
OPENS JULY 29 AT THE TUTTLEMAN IMAX THEATER
AT THE FRANKLIN INSTITUTE

Philadelphia, July 22, 2009 – Audiences will once again embark on a totally spellbinding journey inside the magical world of Hogwarts when the eagerly anticipated sixth film in the Harry Potter series opens at the Tuttleman IMAX Theater at The Franklin Institute – the only *domed* IMAX screen in the area. *Harry Potter and the Half-Blood Prince* has been digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience[®] through proprietary IMAX DMR[®] technology. With crystal clear images, laser-aligned digital sound and maximized field of view, IMAX provides the world’s most immersive movie experience. *Harry Potter and the Half-Blood Prince: The IMAX Experience* opens **Wednesday, July 29** and runs through August 30, 2009. Showtimes are 3pm, 5:45pm, 8:30pm and 11:15pm daily.

Emboldened by the return of Lord Voldemort, the Death Eaters are wreaking havoc in both the Muggle and wizarding worlds and Hogwarts is no longer the safe haven it once was. Harry suspects that new dangers may lie within the castle, but Dumbledore is more intent upon preparing him for the final battle that he knows is fast approaching. He needs Harry to help him uncover a vital key to unlocking Voldemort’s defenses, critical information known only to Hogwarts’ former Potions Professor, Horace Slughorn. Meanwhile, the students are under attack from a very different adversary as teenage hormones rage across the ramparts. Love is in the air, but tragedy lies ahead and Hogwarts may never be the same again.

Warner Bros. Pictures Presents A Heyday Films Production, *Harry Potter and the Half-Blood Prince*. The film stars Daniel Radcliffe, Rupert Grint, Emma Watson, Jim Broadbent, Helena Bonham Carter, Robbie Coltrane, Warwick Davis, Michael Gambon, Alan Rickman, Maggie Smith, Timothy Spall, David Thewlis, and Julie Walters. The film was directed by

David Yates and produced by David Heyman and David Barron. Steve Kloves wrote the screenplay, based on the novel by J.K. Rowling. Lionel Wigram served as executive producer.

Harry Potter and the Half-Blood Prince will be distributed worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment Company. This film has been rated PG for frightening images, some violence, language and mild sensuality. To purchase tickets in advance, please call 215.448.1254.

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About The Franklin Institute

Founded in honor of America's first scientist, Benjamin Franklin, 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. It is dedicated to creating a passion for science by offering new and exciting access to science and technology in ways that would dazzle and delight its namesake. For more information, please visit www.fi.edu.

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