

Harry Potter THE EXHIBITION



**HARRY POTTER™: THE EXHIBITION OPENS
AT CHICAGO'S MUSEUM OF SCIENCE AND INDUSTRY ON APRIL 30, 2009**
World premiere of exhibit showcases more than 200 authentic props and costumes from the films

CHICAGO (April 29, 2009)— *Harry Potter: The Exhibition* will make its world premiere on April 30, 2009, at the Museum of Science and Industry in Chicago, the only Midwest location on the exhibit's U.S. tour. The exhibition, which will offer fans a firsthand look inside the boy wizard's magical world and the opportunity to experience the amazing craftsmanship of more than 200 authentic costumes and props from the *Harry Potter* films, will be on view in Chicago until September 27, 2009.

"*Harry Potter: The Exhibition* truly embodies the Museum's mission of inspiring the inventive genius in everyone," said David Mosena, president and CEO of the Museum. "The *Harry Potter* stories have sparked the imagination of kids and adults alike with their incredible creativity. As the premiere venue, and the only Midwest location on the exhibition's U.S. tour, we are thrilled to be able to offer guests the first chance to experience the magical world of *Harry Potter* in a new, unique way."

In a 10,000-square-foot exhibit space, *Harry Potter: The Exhibition* will feature artifacts in settings inspired by the film sets—including the Great Hall, Hagrid's™ hut and the Gryffindor™ common room. Guests will be able to enjoy some of their favorite props and costumes from the *Harry Potter* films as they tour through the exhibit space, including iconic items such as Harry's original wand and eyeglasses, the Golden Snitch™ and Gryffindor school uniforms.

"For almost three years, we have been working with Warner Bros. Consumer Products to create an exhibition that we hope will be enchanting, engaging and, above all, true to the spirit of the films," said Eddie Newquist, president of branded entertainment, Exhibitgroup/Giltspur. "*Harry Potter* is a one-of-a-kind cultural phenomenon, and we are excited that this exhibition allows guests the opportunity to experience the work of some of the most talented artists and craftsmen in the world."

"We are very pleased to be opening *Harry Potter: The Exhibition* with our partners Exhibitgroup/Giltspur and the Museum of Science and Industry in the great city of Chicago," said Brad Globe, president, Warner Bros. Consumer Products. "The incredible stories written by J.K. Rowling, and the films from Warner Bros. Pictures, have helped us create a truly one-of-a-kind experience for fans of all ages."

About the Exhibition

In true, magical *Harry Potter* fashion, guests will watch an exciting eight-screen montage of the *Harry Potter* film series upon entering the exhibition area. After the film footage, the wall in front of the guests will rise to the sound of a train whistle, followed by the roar of the Hogwarts™ Express, to reveal the epic sight of a replica of the storied train itself puffing steam onto the arrival platform. Marking the formal beginning of the exhibition, guests will then be escorted along the platform into the portrait gallery.

As guests continue through the exhibition, they will be taken on a journey into the world of *Harry Potter* through several themed vignettes based on the Gryffindor common room, Hogwarts classrooms, Quidditch™, Hagrid's hut, the Forbidden Forest, an area of Dark Forces and the Great Hall.

Throughout the exhibition, guests will come face-to-face with iconic items from the *Harry Potter* films, which were all hand-picked by the Exhibitgroup/Giltspur team, Warner Bros. Consumer Products and the filmmakers themselves.

MUSEUM OF SCIENCE AND INDUSTRY

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Some of the key artifacts on display include Professor Snape's™ original costume; Sybill Trelawney's crystal ball and exotic wardrobe; costumes and props from Professors Lupin™, Lockhart™ and Umbridge™; props and artifacts from the Yule Ball, including costumes from notable characters such as Harry, Ron, Hermione and Professor Dumbledore™; and life-size centaurs, a caged dragon, Buckbeak and giant Acromantula.

In addition, guests will have the opportunity to pull a Mandrake from its pot in the Herbology vignette, toss a Quaffle in the Quidditch area, and tour Hagrid's hut.

Harry Potter: The Exhibition was created by Exhibitgroup/Giltspur in partnership with Warner Bros. Consumer Products. 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 worldwide.

Hours and Ticket Information

This exhibit offers extended hours and will be open from 9:30 a.m. to 9 p.m. Monday through Saturday and 11 a.m. to 9 p.m. on Sunday. After the Museum's regular hours, only the *Harry Potter* exhibit will be open. (The Museum regularly closes at 4 p.m., but from May 22 – September 7, it will be open until 5:30 p.m.)

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 and on Museum free days, tickets are \$18 for adults and seniors and \$15 for children ages 3-11. The tickets to *Harry Potter* are timed-entry, and advance purchase is recommended at www.msichicago.org or by calling (773) 684-1414. Audio guides are also available for purchase.

Tickets can be purchased onsite at the Museum, online at www.msichicago.org or by calling the Museum at 773-684-1414 or 1-800-GO-TO-MSI.

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 offers the following free days during the summer: June 1-5 and June 19. 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.

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 nearly 600 professionals in 28 client care centers throughout the world. For more information about EG, please visit www.e-g.com.

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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