



## MEDIA RELEASE

### MEDIA CONTACTS:

Genevieve Fong, Cook + Schmid  
619.814.2370 x10  
[gfong@cookandschmid.com](mailto:gfong@cookandschmid.com)

April Tellez, San Diego Natural History Museum  
619.255.0189  
[atellez@sdnhm.org](mailto:atellez@sdnhm.org)

### ***THE DISCOVERY OF KING TUT OPENS OCTOBER 11 AT THE SAN DIEGO NATURAL HISTORY MUSEUM***

*Visitors will experience Tutankhamun's tomb exactly how it was discovered in 1922*

**SAN DIEGO** – October 7, 2014 – Today, the San Diego Natural History Museum (theNAT) announced *The Discovery of King Tut* will open to the public on Saturday, October 11 and remain on view through April 26, 2015. Making its West Coast debut, the breathtaking exhibition presents a recreation of the legendary boy king's tomb and treasures exactly as they were discovered by Howard Carter in 1922.

Seen by more than five million people in two dozen international host cities, Premier Exhibitions, Inc., a leading presenter of museum-quality exhibitions throughout the world, brings *The Discovery of King Tut* to North America in partnership with Semmel Concerts GmbH. Presenting the actual excavation itself, its story and its invaluable legacy, *The Discovery of King Tut* comes to San Diego as its second U.S. destination.

Featuring more than 1,000 scientifically-produced replicas hand-crafted by Egyptian artisans, *The Discovery of King Tut* gives visitors an unbelievable glimpse into the greatest archeological discovery of the 20<sup>th</sup> century: Tutankhamun's tomb. The exhibition uniquely allows the public to enjoy the magnificent splendor of these priceless Egyptian treasures without ever harming the fragile, sensitive originals—many of which are no longer permitted to tour outside of Egypt.

“Through state-of-the-art multimedia technology, visitors will learn about the fascinating discovery of Tutankhamun's burial chamber and take a multi-sensory journey through many other aspects of ancient Egyptian culture,” said Dr. Michael (Mick) Hager, president and CEO of theNAT. “As the first host in the western United States, we are excited to offer this unique exhibition and the transformative experience it provides.”

Visitors will see a large, open gilded outer shrine of the boy king's burial treasure as Howard Carter first discovered it and the unique golden mask that covered the face of the bandaged mummy. Also featured in the exhibition are gorgeous recreations of Tutankhamun's throne and chariot. Wider aspects of ancient Egypt's culture are told through murals, figures of gods and the boy king, jewelry, and furniture. These painstakingly reproduced artifacts touch on ancient Egyptians' beliefs in the afterlife and their efforts to overcome their mortality and conquer death and transience.

“We are thrilled to bring this remarkable exhibit to the West Coast for the first time, and pleased to partner with theNAT, especially as Balboa Park gears up for its 2015 Centennial Celebration,” said Mark Lach, creative director at Premier Exhibitions, Inc. “We value our longstanding relationship with theNAT and have seen great success with previous exhibitions including *Titanic: The Artifact Exhibition* and *Real Pirates*. We look forward to continuing that trend with *The Discovery of King Tut* and hopefully beyond.”

Tickets are on sale to the general public at [www.sdnat.org/kingtut](http://www.sdnat.org/kingtut). Admission: \$27 adults; \$24 seniors (62+); \$21 students and military (with ID); \$17 youth (7-17). Children (3-6) and under are included with paid general admission (\$11). Children 2 and under are free. Special rates are available for Museum members and groups of 10 or more. Admission prices include audio guides (available in English or Spanish for adults and children) which will give visitors a specialized tour of the exhibition. Visitors will also have access to all other exhibitions in the Museum, along with 2D and 3D films in the giant screen theater, including the Museum’s newest film *Mummies 3D: Secrets of the Pharaohs*.

The exhibition opens during Kids Free in October, a countywide program organized and sponsored by the San Diego Museum Council and Time Warner Cable. TheNAT will offer free general admission for kids 12 and under and a special rate of \$10 for kids’ admission to *The Discovery of King Tut*.

*The Discovery of King Tut* and the Museum will be open from 10 AM to 5 PM daily (closed on Thanksgiving Day and Christmas Day). Due to the expected popularity of the exhibition, purchasing tickets in advance is strongly recommended.

For additional information, please visit [www.sdnat.org/kingtut](http://www.sdnat.org/kingtut) or call 877.946.7797.

#### **About the San Diego Natural History Museum:**

The San Diego Natural History Museum (theNAT) is the second oldest scientific institution in California and the third oldest west of the Mississippi. Founded in 1874 by a small group of citizen scientists, the Museum’s mission is to interpret the natural world through research, education and exhibits; to promote understanding of the evolution and diversity of Southern California and the peninsula of Baja California, Mexico; and to inspire in all people respect for the environment. The Museum is located at 1788 El Prado, San Diego, CA 92101.

For more information, please call 619.232.3821 or visit [www.sdnat.org](http://www.sdnat.org). Follow theNAT on [Twitter](#) and [Instagram](#) and join the discussion on [Facebook](#).

#### **About Premier Exhibitions, Inc.:**

Premier Exhibitions, Inc. (NASDAQ: PRXI), located in Atlanta, Georgia, is a foremost presenter of museum quality exhibitions throughout the world. Premier is a recognized leader in developing and displaying unique exhibitions for education and entertainment including *Titanic: The Artifact Exhibition*, *BODIES...The Exhibition*, *Tutankhamun: The Golden King and the Great Pharaohs*, *Real Pirates* in partnership with National Geographic and *Pompeii: The Exhibition*. The success of Premier Exhibitions, Inc. lies in its ability to produce, manage, and market exhibitions. Additional information about Premier Exhibitions, Inc. is available at the Company's website: [www.PremierExhibitions.com](http://www.PremierExhibitions.com).

#### **About Semmel Concerts GmbH:**

Semmel Concerts GmbH, founded in 1991 by Dieter Semmelmann, is now one of the biggest promoters in Germany, presenting more than 1,000 events a year. Whether pop, folk or rock music, or a musical or a show, or else an international exhibition or a cabaret or comedy show, everything that is good and brings people pleasure has a place under the Semmel Concerts logo. A highly-qualified team of more than 100 employees look after the needs of artists and partners alike. In addition to its headquarters in Bayreuth, Semmel Concerts also has several branch offices, including one in Berlin. Since 2000, Semmel Concerts has been part of the listed ticketing service provider, CTS Eventim AG.

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