



MEDIA RELEASE

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CHARLES YASH SELECTED AS PROJECT MANAGER FOR THE DEAD SEA SCROLLS EXHIBITION AT THE SAN DIEGO NATURAL HISTORY MUSEUM

San Diego, CA: March 15, 2006—The San Diego Natural History Museum has selected Charles “Chuck” Yash, of Yash Associates, to be Project Manager for the Dead Sea Scrolls exhibition, coming to the Museum June through December 2007.

“I am thrilled to be associated with the Dead Sea Scrolls project. It is important to the San Diego Natural History Museum and to the City of San Diego. The San Diego Natural History Museum is a great asset to the cultural development of the region and this exhibition is a once-in-a-lifetime opportunity,” commented Yash. Attendance for the Dead Sea Scrolls exhibition is expected to top 400,000 visitors.

Yash has the distinct experience of having lead three of the four largest golf equipment companies in the world. He is the former president of Callaway Golf Company and president, CEO and founder of Callaway Golf Ball Company and president and CEO of Taylor-Made Golf Company, Carlsbad, CA. He also was general manager of Spalding Top-Flite Golf Division.

As a U.S. Naval Academy and Harvard Business School graduate, Yash has a strong record in leadership. He is currently a marketing and general management consultant, advising new start-up sporting good companies. He is the Past Chairman of the National Golf Foundation and a former board member of Scripps Hospital Trauma Center, and Environmental Institute of Golf. Currently, he is on the board of the Rancho Santa Fe Foundation.

Through a partnership with the San Diego Natural History Museum and the Israel Antiquities Authority, a unique selection of important scroll fragments and additional artifacts such as scroll jars, textiles, pottery, ancient coins, leather sandals are coming to San Diego. The scrolls are the oldest discovered copies of biblical manuscripts. They shed light on life, faith and culture in ancient Israel. Their discovery has been termed the greatest archeological find of the 20th century.

The science of interpreting the scrolls will be fully presented including the use of infrared photography, DNA, chemical analysis and carbon 14 dating. The scrolls will also be placed in the context of the geography and climate as well as the biological and geological diversity of the region.

As explained by the Museum's Executive Director, Dr. Michael Hager, Southern California and Israel are situated in two of the five regions of the world with a Mediterranean climate. They have a sea or ocean in the west, rising to central mountains and are bordered on the east by a rift valley below sea level. Because of the climatic, topographic and geologic similarities, the animals and plants of each region have made similar adaptations and the overall appearance of these widely separated regions is similar. "Sharing this regional similarity positions the Natural History Museum to be the perfect host of the Dead Sea Scrolls."

The Museum plans to offer a robust educational program which will include lectures by world-class scholars, films, classes, and audio tours. Additionally, a curriculum will be prepared for use in schools, home schools, synagogues and churches.

The Dead Sea Scrolls Foundation asked the San Diego Natural History Museum to host the exhibition based upon the new museum facility and the exhibition's success at other natural history museums in the United States.

The Museum's facility will accommodate the visitors and patrons with an 8000-square-foot dedicated and secure exhibition hall, a 10,000-square-foot, four-story atrium, rooftop catering, six meeting rooms/classrooms and a 300-seat giant-screen theater.

The San Diego Natural History Museum is the second oldest scientific institution in California; third west of the Mississippi. A binational Museum, its 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 and to inspire in all a respect for nature and the environment. Located in Balboa Park at the intersection of Village Place and Park Blvd. it is open daily from 10 AM. to 5 PM except for Thanksgiving and Christmas. www.sdnhm.org.

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