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THE SAN DIEGO NATURAL HISTORY MUSEUM PROUDLY ANNOUNCES THE WEST COAST PREMIER OF *THE DISCOVERY OF KING TUT*

Museum also announces two exhibitions planned for Balboa Park's 2015 Centennial Celebration

SAN DIEGO—April 3, 2014—Today the San Diego Natural History Museum (theNAT) announced it will host the West Coast debut of the blockbuster exhibition, *The Discovery of King Tut*, an exhibition that recreates one of the greatest discoveries of the 20th century. The exhibition will be on view at the Museum October 11, 2014 through April 26, 2015.

After Kansas City, where *The Discovery of King Tut* opens this weekend, San Diego is the second U.S. city to host the exhibition, which recently completed its European tour.

The Discovery of King Tut recreates the moment of Howard Carter's remarkable finding of the lost tomb of Tutankhamun. Utilizing more than 1,000 reproductions of the treasures discovered in the undisturbed tomb, the exhibition provides an unparalleled presentation of not only Carter's experience of entering the burial chamber for the first time, but also of 18th dynasty Egyptian history. The objects, beautifully and scientifically reproduced by leading Egyptian artisans, provide the opportunity to experience the splendor of King Tutankhamun's tomb without compromising the fragile originals, most of which are no longer permitted to be toured.

"Egyptian artifacts are no longer permitted to travel outside Egypt, therefore this exhibition will give Museum guests an unprecedented look into the discovery of King Tutankhamun's tomb," said Dr. Michael Hager, president and CEO of theNAT. "The exhibition will be making its West Coast debut at theNAT, and we couldn't be more excited. *The Discovery of King Tut* has visited Munich, Dublin, Seoul, Paris, Amsterdam, Berlin, Prague, and Geneva. We are in amazing company."

Approximately five million people have experienced *The Discovery of King Tut* in 20 international host cities since its opening in 2008. Through a partnership with Semmel Concerts GmbH ("Semmel"), Premier Exhibitions, Inc., a leading provider of museum-quality exhibitions throughout the world, has brought the exhibition to North America.

"We are delighted to bring this remarkable exhibition to visit the West Coast for the first time, and the San Diego Natural History Museum was the perfect fit," said Mark Lach, vice president of design and new content for 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*. The story of King Tut has fascinated the world since the remarkable discovery of his tomb, and this exhibition presents this fascinating subject in a thrillingly unique experience. I'm confident visitors will leave *The Discovery of King Tut* exhilarated by having seen something very special."

For more information on *The Discovery of King Tut*, please visit www.sdnat.org/kingtut.

TheNAT has plans to unveil two more exhibitions during Balboa Park's 2015 Centennial Celebration: *Coast to Cactus in Southern California* and *Maya: Hidden Worlds Revealed*.

Coast to Cactus in Southern California is an innovative, 8,000-square-foot permanent exhibition that has been years—even decades—in the making. The exhibition, scheduled to open in January 2015, will invite visitors to explore the unique habitats of southern California, from the coastal wetlands and urban canyons to the high mountains and the desert. Using specimens from the Museum’s scientific collections alongside immersive environments, hands-on interactives, live animals, and innovative media, *Coast to Cactus* will help visitors discover what it means to be a biodiversity hotspot: the story of why one region is home to so very many species, why these species are so critically threatened at this moment in history, and why it matters.

Also on deck for the centennial celebration is *Maya: Hidden Worlds Revealed*, the largest exhibition about the ancient Maya ever to be displayed in the United States. The exhibition has toured several U.S. cities and will be on view at the NAT June 12, 2015 through January 3, 2016. *Maya: Hidden Worlds Revealed* explores the fascinating social, natural, and spiritual realms of the ancient Maya through the eyes of powerful kings and queens and the lesser-known people who were the backbone of Maya society. Visitors will experience authentic artifacts and immersive life-size recreations of classic Maya architecture and explore the hidden worlds of the Maya past and present.

For more information on our upcoming exhibitions, please visit www.sdnat.org/upcomingexhibitions.

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.

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.

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. Follow theNAT on [Twitter](#) and join the discussion on [Facebook](#).

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