

Harry Potter THE EXHIBITION



HARRY POTTER™ CASTS SPELL ON SEATTLE'S PACIFIC SCIENCE CENTER

**THE SCIENCE CENTER HOSTS WEST COAST PREMIERE AND LAST U.S. DESTINATION
OF HARRY POTTER: THE EXHIBITION**

HARRY POTTER STAR MATTHEW LEWIS KICKS OFF ANNOUNCEMENT

Exhibition to Open in Seattle October 23, 2010

Tickets On Sale to Public Saturday, August 14, 2010

SEATTLE—August 10, 2010—Soon *Harry Potter* fans in Seattle will get the chance to step inside the famous wizard's magical world with *Harry Potter: The Exhibition*, which opens at Pacific Science Center on October 23, 2010. Tickets go on sale to the general public on August 14 at 10 a.m. Museum members can take advantage of a special pre-sale opportunity beginning at noon on August 10 through 10 a.m. on August 14. *Harry Potter* actor Matthew Lewis, who plays Neville Longbottom in the film series, was on hand today at the Pacific Science Center to kick off the announcement.

In the exhibit, guests will be able to experience dramatic displays inspired by the *Harry Potter* film sets and see the amazing craftsmanship behind authentic costumes and props from the films. *Harry Potter: The Exhibition* will run in Seattle through January 30, 2011.

Pacific Science Center in Seattle is the only West Coast venue and the last planned U.S. destination for the exhibition.

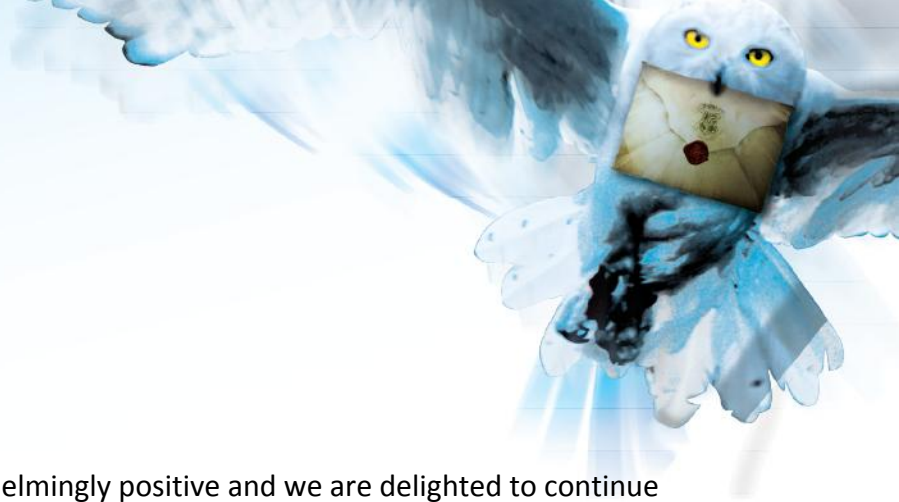
In partnership with Warner Bros. Consumer Products, Global Experience Specialists, Inc. (GES) created the 10,000-square-foot experiential exhibition, which features hundreds of artifacts and costumes from all of the *Harry Potter* films, including new items from the highly-anticipated, two-part finale to the series, *Harry Potter and the Deathly Hallows™*. To add to the excitement, *Harry Potter and the Deathly Hallows – Part 1* will be presented in IMAX® 3D at Pacific Science Center's Boeing IMAX Theater when the film opens on November 19, 2010.

-MORE-



Harry Potter

THE EXHIBITION



"The response to the exhibition is overwhelmingly positive and we are delighted to continue providing fans with this immersive *Harry Potter* experience," said Karen McTier, executive vice president, domestic licensing and worldwide marketing, Warner Bros. Consumer Products. "The magical settings bring the world of *Harry Potter* and its characters to life, and the Pacific Science Center is the perfect location for the exhibition's West Coast debut."

Harry Potter: The Exhibition offers fans a first-hand view of more than 200 authentic artifacts displayed in settings inspired by the film sets—including the Great Hall, Hagrid's hut, the Gryffindor™ common room—and more.

"We are thrilled that the exhibition's West Coast debut will be made at Pacific Science Center in Seattle," said Eddie Newquist, chief creative officer for GES. "We hope everyone will have a chance to be drawn into the magical spell of this exhibition, allowing them to relive their favorite moments from the films. A visit to *Harry Potter: The Exhibition* is great for anyone who loves seeing how inspiring stories and blockbuster films become a reality."

"*Harry Potter's* world has captivated the imaginations of children and adults alike around the world," said Bryce Seidl, president and CEO for Pacific Science Center. "Through amazing storytelling, state-of-the-art technology and stunning costumes and sets, the *Harry Potter* stories have evolved into one of the most celebrated and cherished movie series in history. We are thrilled to bring this enchanting world to Seattle for the West Coast premiere and final U.S. stop of *Harry Potter: The Exhibition*. We are confident it will attract new audiences, including people of all ages and backgrounds, to Pacific Science Center to experience this one-of-a-kind exhibit as well as the Science Center's world-class science exhibits and programs."

Harry Potter: The Exhibition opens at 10 a.m. on Saturday, October 23, 2010, and runs through Sunday, January 30, 2011. The exhibition requires a time-entry ticket and guests are encouraged to purchase their tickets early to ensure the best date and time. Tickets for the exhibition can be purchased at the Science Center box office, through the website pacificsciencecenter.org or by phone at (206) 443-2001. General public admission to *Harry Potter: The Exhibition* is \$26 for adults; \$24 for seniors (65 and over) and youth (6-15); \$17 for children (ages 3-5) and includes admission to all of Pacific Science Center's exhibits. Members receive discounted admission as well as access to the exclusive pre-sale opportunity, now through August 14.

-MORE-



Harry Potter

THE EXHIBITION



About Pacific Science Center

As a private, not-for-profit educational institution, Pacific Science Center's mission is to inspire a lifelong interest in science, math and technology by engaging diverse communities through interactive and innovative exhibits and programs.

About GES

Las Vegas-based Global Experience Specialists, Inc. (GES), a Viad Corp (NYSE: VVI) company, is a leading provider of exhibition, event and retail marketing services. As a result of its consolidation with Exhibitgroup/Giltspur and Becker Group, GES provides an even wider range of services, including turn-key official show services, cutting-edge creative and design, marketing and measurement services – all with an unrivaled global reach. GES partners with leading shows and brands, including the International CES, Spring Fair Birmingham, International Woodworking Fair, CONEXPO-CON/AGG and IFPE and WasteExpo, Bell Helicopter, Genzyme, L'Oreal, Warner Bros., and Simon Property Group. For more information, visit www.ges.com.

About 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.

Contacts:

Pacific Science Center

Wendy Malloy
Media and Public Relations
Manager, (206) 443-2879
wmalloy@pacsci.org

GES

Jesse Phillips
Sr. Marketing Mgr.
(818) 638-5944
jphillips@ges.com

Warner Bros. Consumer Products

Rita Cooper
Director, Worldwide Public Relations
(818) 954-3821
rita.cooper@warnerbros.com

Crystal Clarity
Marketing Director
(206) 443-3659
cclarity@pacsci.org

TM & © Warner Bros. Entertainment Inc. Harry Potter Publishing Rights © J.K. Rowling.
(s10)

