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BUFFALO MUSEUM OF SCIENCE WILL WELCOME *THE CHRONICLES OF NARNIA: THE EXHIBITION* Interactive Touring Exhibition to Open in Buffalo on February 5, 2011

BUFFALO, NY (August 31, 2010)—*The Chronicles of Narnia: The Exhibition* will open February 5, 2011 at the Buffalo Museum of Science (BMS) in Buffalo, NY. Global Experience Specialists, Inc. (GES) produced the exhibition in partnership with Walt Disney Pictures and Walden Media. Based on the blockbuster film series and C.S. Lewis' beloved fictional books, the 5,000-square-foot, state-of-the-art entertainment and educational experience offers visitors the opportunity to tour scenes from the famed literary world of Narnia. Through authentic costumes, props and set dressings from the magical Narnia films, visitors will enter a three dimensional world that combines the wonders of science with aspects of fantasy.



“This exhibition is a truly captivating and entertaining experience for all ages,” said GES EVP and Chief Creative Officer Eddie Newquist. “From the scene displays and props seen in the Narnia films, to the scientific and educational aspects of the exhibition that stimulate the senses and the mind, guests will be transported into another world to experience Narnia like never before.”

Once inside Narnia, visitors will view artifacts from C.S. Lewis' personal study, including the original walk in wardrobe that started it all. Other interactive and instructive elements include:

- A replica of the White Witch's Throne where visitors can sit on the icy throne and feel the chill. A nearby display describes the impact of climate change on our planet and investigates whether our planet could be frozen for 100 years, like the world of Narnia.
- An area where visitors will have the opportunity to use a real working catapult similar to those used during medieval times, as well as lift a real sword used in the filming of *The Chronicles of Narnia*.
- An area highlighting the mythical creatures of Narnia, which allows visitors to create their own creatures featured in the film. Three stacks of rotating, square blocks stand in three-, four- and six-foot configurations, each level featuring different aspects of a creature. By rearranging the different levels, visitors can create well-known characters from the Narnia films or mix and match the squares to create new characters.

With hands-on, interactive elements and original film artifacts, guests encounter topics like geography, archeology, engineering, humanity's impact on nature and environmental changes. The Exhibition inspires visitors to learn more about the science behind *The Chronicles of Narnia*.

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The Chronicles of Narnia: The Exhibition will be in Buffalo February 5 through May 8, 2011. Admission prices will be:

	Museum Member	Non-Member
Adult (18-61)	\$2	\$10
Senior (62+)	\$2	\$9
Child (2-17), Students & Military w/ID	\$2	\$8
Children under 2	FREE	FREE

Tickets will go on sale to museum members in late fall 2010 and will be available for purchase at the museum's admission desk throughout the exhibit run.

The Chronicles of Narnia: The Voyage of the Dawn Treader is currently in post-production with an expected winter 2010 release.

About the Buffalo Museum of Science

The Buffalo Museum of Science is the non-profit educational institution dedicated to the study and interpretation of the natural and physical sciences. Its extensive collections of over 700,000 specimens and artifacts represent all facets of the natural world with an emphasis on Western New York as well as man-made objects spanning the globe. Based at 1020 Humboldt Parkway and anchoring Buffalo's East Side in Olmsted-designed Martin Luther King, Jr. Park since 1929, the Museum presents a wide variety of programs and services for children, teachers, families, adults, and community organizations throughout each year. The Museum also operates Tiff Nature Preserve in South Buffalo, a 264-acre urban wetland preserve on reclaimed former industrial land and seasonally sponsors archaeological exploration at the Hiscock Site in nearby Genesee County, NY, one of North America's richest Ice Age sites.

For further information on the BMS and its upcoming activities, call 716-896-5200 or visit www.sciencebuff.org.

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, Bell Helicopter, Genzyme, L'Oreal, and Simon Property Group. For more information, visit www.ges.com

About Walden Media

Walden Media specializes in entertainment for the whole family. Past award-winning films include: "The Chronicles of Narnia" series, "Journey to the Center of the Earth," "Nim's Island" and "Charlotte's Web." Upcoming films include "Ramona & Beezus" starring Selena Gomez, the Sundance Audience Prize Winning documentary "Waiting for 'Superman'" and the third installment in the Narnia series "The Chronicles of Narnia: The Voyage of the Dawn Treader."

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Contacts:

Amy Biber
Marketing Manager
Buffalo Museum of Science
(716) 896-5200 x312
abiber@sciencebuff.org

Jesse Phillips
Global Experience Specialists, Inc. (GES)
(818) 638-5944
jphillips@ges.com