



Harry Potter
THE EXHIBITION

**Experience the Magic of
HARRY POTTER™: THE EXHIBITION
for the First Time in Asia at
ArtScience Museum, Singapore**

*Tickets On-Sale 1 May 2012 at
www.MarinaBaySands.com*

Singapore (9 March 2012) Beginning 2 June 2012, visitors of the ArtScience Museum at Marina Bay Sands will be swept away into the famous wizard's magical world with *Harry Potter: The Exhibition*. For the first time in Asia, fans will enjoy a firsthand look inside the *Harry Potter* films as they experience the amazing craftsmanship of hundreds of authentic costumes and props from the entire film series. Tickets will be on-sale 1 May 2012 and will be available for purchase on the ArtScience Museum website and all Marina Bay Sands box offices.

Harry Potter: The Exhibition, created by Global Experience Specialists, Inc. (GES) in partnership with Warner Bros. Consumer Products, will run from 2 June 2012 until 30 September 2012.

"The *Harry Potter* films were such a huge phenomenon throughout Asia that we are thrilled to be bringing fans the opportunity to experience a piece of the films with *Harry Potter: The Exhibition* in Singapore," said Karen McTier, executive vice president of Warner Bros. Consumer Products Domestic Licensing and Worldwide Marketing. "The exhibition turns the masterfully crafted props and costumes from the films into a memorable interactive journey for *Harry Potter* fans of all ages."

"*Harry Potter: The Exhibition* and the *Harry Potter* films tell the timeless tale of good versus evil and how the power of creativity and imagination can help everyone. ArtScience Museum's goal of promoting and inspiring creativity is brought to life in this exhibition as the *Harry Potter* series has captured the imagination and the hearts of both children and adults alike," said Mr. Nick Dixon, executive director, ArtScience Museum at Marina Bay Sands. "Now, visitors to ArtScience Museum can immerse themselves and be inspired by this blockbuster exhibition."

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“We could not be happier to introduce the *Harry Potter* fans in Asia to a new way to relive their favorite *Harry Potter* film moments,” said Eddie Newquist, Chief Creative Officer, GES. “The ArtScience Museum is the perfect international cultural destination to host this exhibit and we hope fans across Asia will be able to experience this authentic tribute to the amazing legacy of *Harry Potter*.”

Harry Potter: The Exhibition will showcase its grand collection of items in wonderfully detailed settings inspired by the film sets. As they tour through the exhibition space, fans will enjoy some of their favorite props and costumes from all the *Harry Potter* films, including Harry’s iconic wand and eyeglasses, Professor Snape’s™ original costume, the Golden Snitch™ and the Gryffindor school uniforms. Other key items to be featured include Sybill Trelawney’s crystal ball and exotic wardrobe; costumes and props from Professors Lupin™, Lockhart™ and Umbridge™; items from the Yule Ball, including costumes from such notable characters as Harry, Ron, Hermione and Professor Dumbledore™; and life-size creatures, including centaurs, a caged dragon, Buckbeak™ the Hippogriff, and a giant Acromantula.

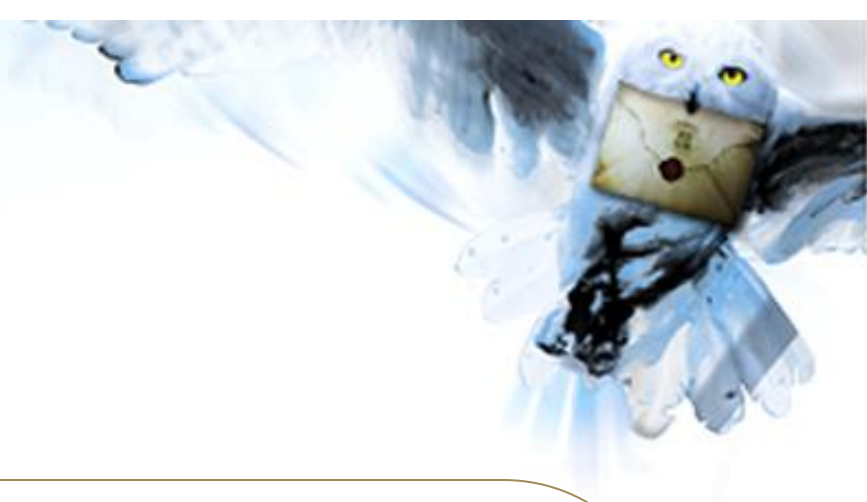
Keeping in line with the *Harry Potter* immersive movie experience, visitors will be transported to some of their favorite locations in the films via themed vignettes, including the Gryffindor common room, a Hogwarts classroom, Hagrid’s hut, the Forbidden Forest, the Great Hall, and more. Guests will also have the opportunity to pull a Mandrake from its pot in the Herbology vignette, toss a Quaffle in the Quidditch area, and tour Hagrid’s hut as part of the exhibition’s highly interactive experience.

Tickets can be purchased on the ArtScience Museum website www.marinabaysands.com/ArtScienceMuseum and all Marina Bay Sands box offices.

Boasting an iconic lotus-inspired design, the world’s first ArtScience Museum at Marina Bay Sands is the premier venue for major international touring exhibitions from the most renowned collections in the world. Exhibitions held at ArtScience Museum include: *Genghis Khan: The Exhibition*; *Traveling The Silk Road: Ancient Pathway To The Modern World*; *Shipwrecked: Tang Treasures and Monsoon Winds* (February 2011); *Van Gogh Alive* (April 2011); *Dali: Mind of a Genius* (May 2011); *Titanic: The Artifact Exhibition* (October 2011) and *Cartier Time Art* (December 2011). Featuring 21 gallery spaces, totaling 50,000 square feet, ArtScience Museum delivers an impressive array of exhibits that embrace a spectrum of influences from art and science, media and technology, to design and architecture.

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

About GES

Global Experience Specialists, Inc. (GES), a Viad Corp (NYSE: VVI) company, is a leading marketing agency that produces exhibitions, events, exhibits and retail environments. GES provides a wide 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, Warner Bros., and Simon Property Group. The GES National ServicerSM has been recognized with certification under the J.D. Power and Associates Certified Call Center ProgramSM for the past four years, and *Ad Age* has twice named GES a "World's Top 50 Agency Company." For more information, visit ges.com or the GES blog at defyingconvention.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 organization in the world.

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