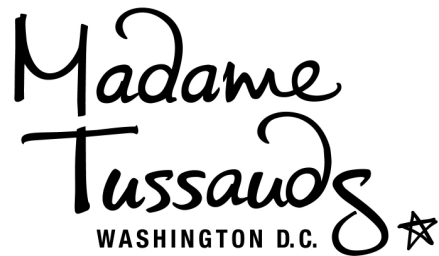


Entertaining the World for More Than 200 Years

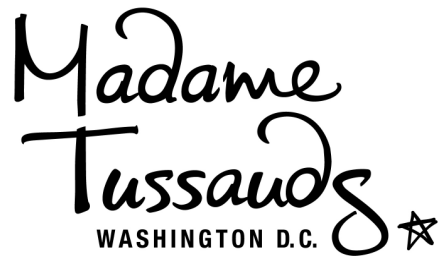
- 1761 Madame Tussaud is born Anne Marie Grosholtz in Strasbourg, France on December 1st
- 1767 Marie moves to Paris with her mother, a housekeeper for Dr. Phillipe Curtius, a doctor and wax modeler
- 1770 Dr. Curtius opens his wax museum in Paris
- 1794 Dr. Curtius dies and Marie inherits his collection and some properties in Paris
- 1802 Marie, now Madame Tussaud, brings the collection to England and tours Britain for the next 33 years
- 1835 Madame Tussaud ends her touring years and sets up her exhibit on its first permanent site in London's Baker Street
- 1850 Madame Tussaud dies on April 16th at age 89
- 1884 The exhibition moves to its present site on Marylebone Road, London
- 1925 A fire destroys most of the Madame Tussaud's collection
- 1926 Madame Tussauds becomes a limited company
- 1928 Madame Tussauds re-opens with the addition of a cinema
- 1940 Wartime bombs destroys the cinema and restaurant



Entertaining the World for More Than 200 Years

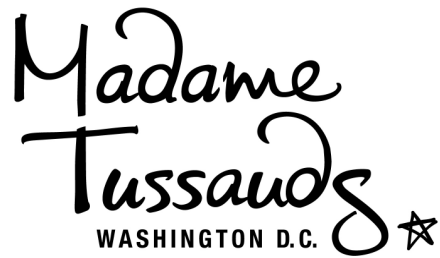
- 1958 Duke of Edinburgh opens the London Planetarium on the cinema site
- 1970 Madame Tussaud's opens an exhibition in Amsterdam- the first to open outside of London
- 1973 Wookey Hole Caves and Mill in Somerset acquired. Management buyout sale in 1989.
- 1976 Tolgus Tin (a tin streaming plant in Cornwall) acquired. Opens as a museum in 1979, sold in 1980.
- 1978 Madame Tussaud's acquires Chessington Zoo, now the leading theme park in the South of England, and Warwick Castle in Staffordshire
- 1990 Madame Tussaud's acquires Alton Towers, the United Kingdom's number one theme park

Madame Tussaud's Limited becomes The Tussaud's Group Limited
- 1991 A new Madame Tussaud's opens in Amsterdam relocated to Dam Street
- 1993 The Tussauds Group Studios move to new premises in West London
- 1995 The Tussaud's London Planetarium reopens after a multi-million dollar renovation



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- 1996 The Alton Towers Hotel opens, the first hotel to be designed and built by the Tussauds group
- 1997 Madame Tussaud's touring exhibition opens for a limited season in Melbourne, Australia
- 1998 The Tussaud's Group acquires Thorpe Park, a leading U.K. theme park
- The Tussaud's Group is sold to Charterhouse Development Capital, a well-known venture capital group
- 1999 The Tussaud's Group's first U.S. wax museum, Madame Tussaud's Las Vegas opens in the new Venetian Resort-Hotel-Casino
- 2000 British Airways London Eye, the world's largest observation wheel, is opened, operated and managed by The Tussaud's Group
- Madame Tussaud's Touring Exhibition is established permanently at The Peak Tower in Hong Kong
- The Tussaud's Group's second U.S. wax museum, Madame Tussaud's New York, opens mid-October on 42nd Street, Times Square
- 2001 The Tussauds Group acquires Heide Park, Northern Germany's leading theme park
- 2003 Alton Towers opens the New Splash Landings Hotel, indoor water park and 500-seater conference center



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- 2005 The Tussauds Group is sold to Dubai International, a well-known venture capital group

- 2006 The Tussauds Group opens 6th wax attraction, Madame Tussauds Shanghai in May

- 2007 The Tussauds Group was sold to Merlin Entertainment, the world's number two visitor attraction operator.

- 2008 The Tussauds Group opens 7th wax attraction, Madame Tussauds Washington DC in October

- The Tussauds Group opens 8th wax attraction, Madame Tussauds Berlin in July

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