

# TITANIC

## THE ARTIFACT EXHIBITION

FOR IMMEDIATE RELEASE

## ***Titanic: The Artifact Exhibition Docks in NYC***

*Blockbuster Exhibition on Display in Times Square  
97 Years after Ship Departs for the Big Apple*

**NEW YORK, NY [November 16, 2009]** – RMS Titanic, Inc., a wholly owned subsidiary of Premier Exhibitions, Inc. (NASDAQ: PRXI), in association with Running Subway Productions, LLC, announced the debut showing of ***Titanic: The Artifact Exhibition*** at the Discovery Times Square Exposition ([www.DiscoveryTSX.com](http://www.DiscoveryTSX.com)) in New York City. The 12,000 square-foot blockbuster Exhibition features more than 350 authentic artifacts recovered from the RMS *Titanic* wreck site.

***Titanic: The Artifact Exhibition*** delivers a journey back in time to relive the powerful story of *Titanic's* fateful voyage. Visitors are taken on a chronological journey through the life of *Titanic* by first assuming the identity of a real *Titanic* passenger, then moving through a series of dramatic galleries; they are connected with the Ship's passengers and crew through personal stories and artifacts, many on display for the first time since recovery from the ocean floor, 12,500 feet below the sea's surface.

"Ninety-seven years after embarking to New York City, we are proud to announce that the world's most famous passenger liner, RMS *Titanic*, will complete its maiden voyage," states Chris Davino, CEO of Premier Exhibitions, Inc. "For more than 15 years ***Titanic: The Artifact Exhibition*** has waited to bring the famous Ship to life in New York and this exciting partnership with DTSX in a prime Times Square location is an ideal opportunity for the Exhibition. On that calm night in April 1912, more than 1,500 passengers met the same fate no matter their class or place in society; a shocking ending to what was a joyous journey. Their story is our story and it is our honor and duty to share these treasures with New York at such a poignant time."

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“Over the past decade, wondrous exhibits traveling the world haven’t come to New York simply because no venue existed to host them,” said James Sanna, President and Executive Producer of Running Subway Productions, an experienced New York-based event producer and promoter. “Discovery Times Square Exposition creates a world-class home in New York for great exhibits that bring fascinating and moving art and artifacts to light in dramatic immersive environments. We look forward to enriching New York’s dynamic and unsurpassed cultural landscape.”

Highlights of the Exhibition, which has been seen by more than 22 million people worldwide, include a scaled recreation of the Grand Staircase, replicas of first and third class cabins, clothing and personal effects of passengers and undisturbed bottles filled with champagne from the Ship. Additionally, the Exhibition displays a number of artifacts that explain and explore the Ship’s construction, life on board, and the ill-fated night of the sinking, as well as recent artifact rescue efforts.

The artifacts in the Exhibition are preserved through a painstaking process, which begins with a two-and-a-half hour dive to the *Titanic* wreck site. Once an artifact is recovered, it must undergo conservation following carefully designed processes to remove rust and salt deposits. After a period of six months to two years, artifacts can be conserved using treatments that are compatible with each artifact’s construction materials.

Tickets to ***Titanic: The Artifact Exhibition*** are available at [www.DiscoveryTSX.com](http://www.DiscoveryTSX.com), at the Discovery TSX box office located at 226 West 44<sup>th</sup> Street and by phone at 866-9-TSXNYC. The exhibition is open seven days a week, from 10AM – 10PM.

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#### **RMS TITANIC, INC.**

RMS Titanic, Inc., a wholly owned subsidiary of Premier Exhibitions, Inc., is the only company permitted by law to recover objects from the wreck site of *Titanic*. The Company was granted Salvor-in-possession rights to the wreck site of *Titanic* by a United States federal court in 1994 and has conducted seven research and recovery expeditions to *Titanic*’s debris field and recovered more than 5,500 artifacts.

Premier Exhibitions, Inc. is a major provider of museum-quality touring exhibitions throughout the world.

### **RUNNING SUBWAY PRODUCTIONS, LLC**

Running Subway Productions, LLC is a New York-based entertainment production company that conceptualizes, produces, markets and manages iconic productions and exhibits. Since its inception in 2003, Running Subway has staged a multitude of successful shows and exhibits combining traditional entertainment with innovative technology and groundbreaking ideas to provide audiences with unique and unforgettable experiences. Recent Running Subway projects include the Rock & Roll Hall of Fame Annex NYC now featuring John Lennon: The New York City Years, the world phenomenon - Bodies...The Exhibition now in its fourth year at the South Street Seaport, the smash Broadway hit *Dr. Seuss' How The Grinch Stole Christmas! The Musical*, among others. For information, please visit [www.RunningSubway.com](http://www.RunningSubway.com).

### **TICKETS AND VENUE INFORMATION**

Discovery Times Square Exposition, New York's first large-scale exhibition center opened its doors in June 2009 to house the world's most extraordinary exhibitions in an exciting and vibrant space for entertainment, learning and adventure. Located at 226 West 44th Street (between 7<sup>th</sup> and 8<sup>th</sup> Avenues) in the cross-roads of the world. Ticket prices range from \$17.50 – 24.50 and are available at the box office, online at [www.DiscoveryTSX.com](http://www.DiscoveryTSX.com) or by calling 866.987.9692.

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