JURASSIC WORLD: THE EXHIBITION OPENS ITS GATES NOVEMBER 25 AT THE FRANKLIN INSTITUTE IN PHILADELPHIA

Produced by Imagine Exhibitions and NBCUniversal Brand Development, the Exhibition Allows Guests to Get Closer to Dinosaurs than Ever Before

U.S. Debut Marks Worldwide Premiere of an All-New Experience Inside the Raptor Training Paddock

PHILADELPHIA Nov. 21, 2016—Based on one of the biggest blockbusters in cinema history, Jurassic World: The Exhibition will open its gates on November 25, 2016, at the renowned Franklin Institute in Philadelphia. The Exhibition immerses audiences of all ages in settings inspired by the beloved film. Visitors will travel to Isla Nublar as VIP guests to explore a towering Brachiosaurus; come face-to-face with a Velociraptor; and get a rare up-close look at the most vicious dinosaur of them all, Tyrannosaurus rex. Produced in conjunction with NBCUniversal Brand Development and Imagine Exhibitions and co-produced by MagicSpace and IES, the lifelike animatronic dinosaurs were designed by The Creature Technology Company (Walking with Dinosaurs). Guests can visit the world-class Exhibition in the Nicholas and Athena Karabots Pavilion and the Mandell Center at The Franklin Institute through April 23, 2017.

Created in close collaboration with renowned paleontologist Jack Horner, the Exhibition is infused with interactive educational elements—drawn from the real-world science of dinosaur DNA that allowed Jurassic World to come to life. Visitors of all ages can now learn all about these incredible prehistoric creatures.

“The Jurassic World phenomenon is truly a cultural touchstone. It has been an honor to be part of a legacy
that spans two decades, and it is incredibly exciting to watch the response from fans as a whole new generation is introduced to the franchise,” said Jurassic World producer Frank Marshall. “Jurassic World: The Exhibition extends the filmgoers’ experience by combining immersive environments with hands-on educational and science-based interactives, giving fans a first-hand realization at what they loved and connected with on such a personal level in the films.”

“The goal from the beginning of this project was to transport people to Jurassic World through our experience, not just walk by and seeing it, but to truly feel like they are there, in the park and… we did it,” said Tom Zaller, President & CEO of Imagine Exhibitions. “I am proud that our team and Imagine Exhibitions is fortunate enough to be a part of this next chapter in the Jurassic World franchise.”

“Jurassic World is one of the biggest blockbusters in cinema history, and we are thrilled to be able to offer an immersive fan experience that enables consumers worldwide to interact with the brand,” said David O’Connor, Executive Vice President Worldwide Franchise Management and Brand Marketing, NBCUniversal Brand Development. “Following its debut in Melbourne, we saw incredible fan engagement, and we look forward to the response from fans as the Exhibition continues its global tour.”

“The Franklin Institute is a great cultural driver for Philadelphia with a solid track record of attracting and debuting major, world-class exhibitions like Jurassic World,” said Larry Dubinski, President and CEO of The Franklin Institute. “This Exhibition is an immersive and educational experience like none other—combining the enduring fascination with dinosaurs with an intriguing layer of real-world science. It is our hope that this Exhibition will ignite a true passion for discovery and a curiosity in our visitors to never stop digging, exploring and learning.”

Guests will walk through the world-famous Jurassic World gates to get up close to the towering dinosaurs, some more than 24 feet tall, and explore the Park through a specially guided tour. Once onsite, visitors will experience the family-friendly Gentle Giants Petting Zoo, step behind the glass into The Hammond Creation Lab, and get a special, sneak preview of Jurassic World’s top-secret project: The Indominus rex.

Individual and group tickets are available for purchase at www.fi.edu. Jurassic World: The Exhibition is open daily from 9:30am-8pm. Evening admission is $14.95 for children (ages 3-11) and $19.95 for adults (5-8p.m.). Daytime admission is $29.95 for children (ages 3-11) and $34.95 for adults (9:30a.m.-5p.m.), which includes general museum admission. Jurassic World: The Exhibition runs from November 25, 2016 to April 23, 2017.

PECO, proud corporate partner of The Franklin Institute, is the associate sponsor of Jurassic World: The Exhibition.

For additional information, visit www.JurassicWorldTheExhibition.com.

NOTE TO EDITORS: Hi-resolution photographs of Jurassic World: The Exhibition are available at https://www.fi.edu/press-room/presskits; password: presspass.

About the Jurassic World Franchise
In 2015, Universal Pictures’ Jurassic World became one of the biggest blockbusters in cinema history, grossing more than $1.67 billion at the global box office on its way to becoming the fourth-highest-grossing film of all time. In 2018, executive producers Steven Spielberg and
Colin Trevorrow will return along with stars Chris Pratt and Bryce Dallas Howard for the next instalment of Universal Pictures and Amblin Entertainment’s *Jurassic World* film series. Frank Marshall and Pat Crowley also return as the film’s producers. JA Bayona (*The Impossible*) is set to direct the film based on a screenplay written by *Jurassic World* director Trevorrow, and Derek Connolly.

**About Imagine Exhibitions**
Imagine Exhibitions is the global resource for all aspects of exhibitions and attractions. From design to creation, placement to presentation, marketing and operations, Imagine has the experience and inspiration to bring the best possible experience to any venue. Imagine is currently producing and touring over 30 exhibitions in museums, science centers, aquariums, integrated resort properties and non-traditional venues throughout the world. For more information, visit [www.imagineexhibitions.com](http://www.imagineexhibitions.com) or visit the Facebook page.

**About Creature Technology Company**
Creature Technology Company is most famous for having produced the amazing dinosaurs for the incredibly successful *Walking with Dinosaurs – The Arena Spectacular* that set the benchmark for large-scale animatronic live entertainment. The benchmark was then set even higher with *How to Train Your Dragon – Live Spectacular* for DreamWorks, before creating the iconic puppets *King Kong* for the dazzling Global Creatures stage show and a talking, 7.5m tall animatronic Statue of Liberty for the annual *Rockettes New York Spectacular* at the world famous Radio City Music Hall. The three remarkable mascots for the XXII Olympic Winter Games Opening and Closing Ceremonies in Sochi were witnessed by billions and demonstrated a whole new capability of the company on a global stage.

Founded in 2006 and working out of a non-descript factory in Melbourne Australia, Creature Technology Company is producing the most technologically sophisticated, creatively inspired and life-like animatronic creatures for exhibitions, arena spectacles, theme parks, stage shows and events in the world. Visit [Creature Technology](http://www.creaturetechnology.com) or find us on Facebook.

**About NBCUniversal Brand Development**
NBCUniversal Brand Development globally drives expansion of the company’s intellectual properties, franchises, characters and stories through innovative physical and digital products, content, and consumer experiences. Along with franchise brand management, NBCUniversal Brand Development’s core businesses, include Consumer Products, Games and Digital Platforms, and Live Entertainment based on the company’s extensive portfolio of intellectual properties created by Universal Pictures, Illumination Entertainment, DreamWorks Animation, and NBCUniversal cable and television. NBCUniversal Brand Development is a business segment of Universal Filmed Entertainment Group, and part of NBCUniversal, a subsidiary of Comcast Corporation (NASDAQ: CMCSA).

**About The Franklin Institute**
Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. Pennsylvania’s most visited museum, it is dedicated to creating a passion for learning about science and technology by offering access to hands-on science education. For more information, visit [www.fi.edu](http://www.fi.edu).
PUBLIC RELATIONS

About the Exhibition Production Team

*Jurassic World: The Exhibition* is produced in conjunction with the following companies representing varying fields in entertainment, film, event production and marketing.

*Imagine Exhibitions*
*MagicSpace Entertainment*
*Kilburn Live Exhibitions International*
*ENCORE B Paris*
*Iconic Entertainment Studios*

For additional information on the production team, visit [www.JurassicWorldTheExhibition.com](http://www.JurassicWorldTheExhibition.com).

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