NBCUniversal Brand Development and Imagine Exhibitions Announces
The North American Premiere of Jurassic World: The Exhibition

Following Record-Breaking Attendance in Australia, this Immersive
Jurassic Experience Co-produced with MagicSpace and IES makes its U.S. Debut
Opening November 25, 2016
at The Franklin Institute in Philadelphia

Universal City, Calif., August 30, 2016 – Based on the continued success of Universal Pictures’ groundbreaking franchise, Jurassic World, NBCUniversal Brand Development and Imagine Exhibitions will launch the North American premiere of Jurassic World: The Exhibition on November 25 for a limited engagement at the renowned, The Franklin Institute in Philadelphia. The one-of-a-kind exhibition will offer a rare look at life-size animatronic dinosaurs, designed by Creature Technology Company (Walking with Dinosaurs), set in themed environments inspired by Jurassic World, one of the largest blockbusters in cinematic history, and the fourth highest grossing film of all time. Guests can visit the world-class Exhibition in the Nicholas and Athena Karabots Pavilion and the Mandell Center at The Franklin Institute through April 2017.

Transforming the breathtaking dinosaurs from Jurassic World into an immersive and educational experience for the public, the Exhibition was created in close collaboration with renowned paleontologist Jack Horner, who served as a Paleontological Advisor on the Jurassic World film. The astonishing display features the closest simulation of dinosaurs ever created, based on the real-world science of dinosaur DNA, including authentic fossils and paleontological specimens. The larger-than-life Exhibition made its world premiere in Melbourne, Australia at the Melbourne Museum in March 2016 and has achieved record-breaking attendance.

“There is no other dinosaur brand in the world that comes close to the Jurassic World franchise,” said Tom Zaller, President & CEO of Imagine Exhibitions. “Combining the beloved franchise with Creature Technology’s dinosaurs and Imagine Exhibitions immersive design and interaction will, without doubt, be the closest fans will ever come to seeing a dinosaur.”

“Bringing Jurassic World to life as an interactive exhibit is truly an awe-inspiring guest experience. We’ve been so pleased with the incredible engagement that Jurassic World: The
Exhibition has experienced in Melbourne, Australia, now is the perfect time to bring the exhibit to Philadelphia and the U.S.,” said David O’Connor, Executive Vice President Global Brand Marketing & Partnerships, Universal Pictures. “Creating immersive, new ways for consumers to interact with Jurassic World is part of our long-term plan to extend and deepen touch points with the brand worldwide.”

“We are thrilled to host Jurassic World: The Exhibition this fall at The Franklin Institute. Dinosaurs are extremely fascinating creatures, plain and simple. People of all ages continue to be in awe of them, and scientists will never stop learning from them,” explains Larry Dubinski, President and CEO of The Franklin Institute. “Paleontologist and exhibit advisor Jack Horner made his first discovery at the age of eight and has not stopped digging since. That is exactly the impact we hope this exhibit has on children and all visitors—peaking their curiosity and inspiring them to never stop digging, exploring and learning.”

Guests can discover the prehistoric creatures that ruled the earth for over 100 million years, from the first astounding sight of the 24-foot tall towering Brachiosaurus, to a riveting encounter with a life-size Tyrannosaurus Rex — the experience is a fascinating and realistic simulation of an actual visit to the Park as seen in Jurassic World. Through advanced technology developed by Creature Technology Company, visitors can explore the wonders of Jurassic World as they take on the role of actual guests and tour the Park through lifelike recreations of the iconic moments from the record-breaking global film franchise.

Visitors will “travel” to Isla Nublar as VIP guests and will be able to explore the Park as part of a specially guided tour. They will stop by The Creation Lab and “step behind the glass” to see real world science surrounding dinosaur DNA, and finally be able get closer than ever before to encounter the incredible T-rex. And, for the first-time ever, guest will have the opportunity to go inside the Raptor Training Paddock in an all-new immersive experience that is making its worldwide debut as part of the Exhibition’s U.S. premiere.

Group tickets for the Exhibition as well as individual ticket pre-registration are available starting today. Individual tickets will be on sale beginning September 10 at www.fi.edu. PECO, proud corporate partner of The Franklin Institute, is the associate sponsor of Jurassic World: The Exhibition.

For additional information, visit 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 producer Steven Spielberg and stars Chris Pratt and Bryce Dallas Howard return for Universal Pictures and Amblin Entertainment’s Jurassic World Sequel. Producer Frank Marshall once again joins Spielberg in leading the team of filmmakers for the next chapter in the franchise. The film will be written by Jurassic World’s director Colin Trevorrow, and Derek Connolly. Steven Spielberg will be joined by Trevorrow as executive producer of the film.

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 20 exhibitions in museums, science centers, aquariums, integrated resort properties and non-traditional venues throughout the world. For more information, visit 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 spectaculars, theme parks, stage shows and events in the world. Visit Creature Technology or find us on Facebook.

About NBCUniversal Brand Development
NBCUniversal Brand Development drives expansion of the company’s intellectual properties, franchises, characters and stories through innovative products, kids and family content, and experiences globally. Along with franchise brand management, NBCUniversal Brand Development includes three lines of business: NBCUniversal Consumer Products, Universal Kids & Family TV Productions, and NBCUniversal Games and Digital Products. NBCUniversal Brand Development is a business segment of Universal Filmed Entertainment, 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.

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
Arts & Exhibitions International
ENCORE B Paris
Iconic Entertainment Studios

For additional information on the production team, visit JurassicWorldTheExhibition.com

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