



February 16, 2010

For Immediate Release

Media Contact: Rick Laney

Phone (865) 584-0550

Email: rlaney@ackermannpr.com

Pigeon Forge web site: www.TitanicPigeonForge.com

***Titanic Museum Attraction launches
Thursday, April 8***

***Regis Philbin to host Grand Opening in
Pigeon Forge, TN.***

PIGEON FORGE, Tennessee – February 16, 2010 – The new \$25 million dollar permanent *Titanic* Museum Attraction in Pigeon Forge, Tenn. will open on Thursday, April 8, 2010 at 10 a.m. with a star-studded Grand Opening hosted by Regis Philbin. The event, which is open to the public, also will be attended by descendants and family members of those onboard the *Titanic* and includes a christening of the ship.

Philbin, best known for his television shows including *Live With Regis & Kelly* (Kathie Lee) and *Who Wants to be A Millionaire*, will serve as master of ceremonies during the Grand Opening. Philbin's television career started more than 50 years ago when he was a reporter in San Diego. Since that time, he has become a national fixture with a string of Emmy Award-winning shows. The christening and Grand Opening events, which take place outside of the *Titanic* Museum Attraction, are free and open to the public.

Titanic Museum Attraction in Pigeon Forge is a half-scale, permanent, three-deck reproduction of the *Titanic*. The museum houses 20 galleries to display hundreds of authentic, priceless *Titanic* artifacts that were either carried from the ship and into lifeboats by passengers and crew, or were found afloat soon after the sinking and quickly salvaged by rescue boats. Inside the *Titanic* Museum, visitors find full-size reproductions (built to actual *Titanic* blueprints) a First Class suite, First Class hallways, Third Class accommodations and – the museum’s centerpiece – a \$1 million exact reproduction of the *Titanic*’s Grand Staircase. The First Class suite will be a tribute to Isidor and Ida Straus owners of Macy’s Department Stores, which was also the cabin used in James Cameron’s blockbuster movie *Titanic* as Rose’s suite.

“We pay respect to *Titanic* by telling the story of the ship and her passengers,” said John Joslyn, owner of the new *Titanic* Museum. “Visitors learn the individual stories of those onboard the ship as they are learning about the ship itself. We have spent years researching these people and their stories are absolutely amazing.

“In addition to an unparalleled collection of artifacts, we have built the *Titanic* Museum Attraction as a completely interactive attraction. You hear the wonderful stories as you’re going through the museum, but you are also experiencing things the way they were in 1912 when *Titanic* sailed. It’s one thing to hear about the men who shoveled coal into the boilers – but it comes to life for you when you pick up that shovel and feel what it means to shovel coal into a furnace.”

In addition to being a world class museum in the truest sense of the word, *Titanic* Pigeon Forge is also highly interactive and offers a hands-on experience for children, teenagers and adults. The ship is anchored in water to create the illusion of *Titanic* at sea, and a two hour self-guided tour gives guests the sensation of sailing on the original ship’s 1912 maiden voyage. Upon entry, each guest receives a boarding pass bearing the name of an actual *Titanic* passenger or crew member whose fate is revealed on the Memorial Wall at tour end. Along the way, powerful emotions surface as guests:

- Walk *Titanic*’s Grand Staircase
- Touch the frozen surface of an “iceberg”
- Feel the chill of that fateful “Starry Night”
- Test the 28 degree water
- Interact with various *Titanic* models
- Grip the ship’s wheel and follow the Captain’s commands
- Tour world-class galleries and the 300 rare historical artifacts
- Sit in a *Titanic* lifeboat and listen to actual survivors tell their stories
- Send an SOS from the Marconi Wireless Room
- Test their balance while standing on mini-decks built to show the ever-steeper slope of *Titanic* as she sank
- Watch children eight years and younger explore the special interactive TOT-*Titanic* Play-and-Learn Room. 1) steer a ship 2) Meet the *Titanic* Polar Bear 3) build the *Titanic* ship
- Dive to *Titanic*’s wreck site via spectacular underwater camera footage from the owner who put the second *Titanic* expedition together and produced the first *Titanic* TV special.



TITANIC
— WORLD'S LARGEST MUSEUM ATTRACTION™ —
PIGEON FORGE

The *Titanic* Museum Attraction Grand Opening event begins on Thursday, April 8, 2010 at 10 a.m. and continues with special events and celebrity guest appearances throughout the weekend. Tickets to the new *Titanic* Museum, which will open April 8, are now available online at www.TitanicPigeonForge.com. (Note: The outdoor Grand Opening and christening is free and open to the public, but admission to the *Titanic* Museum Attraction requires a ticket.)

Cedar Bay Entertainment is a privately owned entertainment and development company headquartered in Branson, Missouri, the original site of Cedar Bay's first *Titanic* Museum Attraction. Since its April 2006 grand opening, it has welcomed more than 2,000,000 guests.

Editors: For more information about the Grand Opening or to arrange for a media visit, please contact Rick Laney at (865) 584-0550. High resolution photos of the new *Titanic* Museum Attraction are available upon request. www.TitanicAttraction.com.

***Titanic*-World's Largest Museum Attraction**
Toll Free: 800/381-7670
2134 Parkway, Pigeon Forge, TN 37863
www.TitanicPigeonForge.com