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LOUISVILLE SCIENCE CENTER IMAX

***Robots: The Interactive Exhibition* opens March 20 at the Louisville Science Center**

Louisville, KY (February 25, 2010) – The wit, excitement and imagination of 20th Century Fox's animated film *Robots* combine for a fun, educational experience that the whole family will enjoy in *Robots: The Interactive Exhibition*, opening Saturday, March 20, at the Louisville Science Center.

The exhibition features more than 15 interactive areas offering scientific adventures that allow visitors to enter the world of robotics and explore the "reel and real" science of robotics. In the area *Robot Explorers*, visitors can use a robotic probe to explore underwater, deep space or the surface of Mars. Families can take a spin on the *Crosstown Express*, exploring robotic vehicles both real and fictional. *Industrial Robots* allows visitors to program an actual Ford robotic arm, and *Robot Round Up* explores robots in daily life, allowing visitors to use remotes to control various types of robots. Visitors can even *Build-a-Wonder-Bot* that performs useful functions, such as helping with daily chores. Families can also learn about the future of robotics and how they will help in reshaping our world. Guests will also encounter robots made famous by Hollywood, including C-3PO (*Star Wars*), Robby the Robot (*Forbidden Planet*) and Gort (*The Day the Earth Stood Still*).

Robots: The Interactive Exhibition and its national tour are made possible by Ford Motor Company Fund, the community relations and philanthropic arm of Ford Motor Company. "This exhibit introduces the future scientists and engineers of tomorrow to the innovations of today and we are proud to continue the Ford tradition of enriching our communities through science education opportunities," said Jim Vella, president, Ford Motor Company Fund and Community Services. Under license by Twentieth Century Fox, the exhibit was produced by Global Experience Specialists, Inc (GES). The exhibition is sponsored locally by Zirmed.

Robots: The Interactive Exhibition is open through June 13, 2010. Admission is \$12 for adults and children 13 years and up, and \$10 for children ages 2 to 12. Admission includes the Science Center's permanent exhibits. Combination tickets, which include an IMAX film, are \$15 for adults and \$12 for children. For more information or to purchase advance tickets, visit www.LouisvilleScience.org or call (502) 561-6100, ext. 6111.

About Ford Motor Company Fund and Community Services

Ford Motor Company Fund and Community Services is committed to creating opportunities that promote corporate citizenship, philanthropy, volunteerism and cultural diversity for those who live in the communities where Ford operates. Established in 1949 and made possible by funding from Ford Motor Company, Ford Motor Company Fund supports initiatives and institutions that foster innovative education, auto-related safety, and American heritage and legacy. National programs include Ford Partnership for Advanced Studies, which provides high school students with academically rigorous 21st century learning experiences, and Driving Skills for Life, a teen-focused auto safety initiative. The Ford Volunteer Corps, established in 2005, continues Ford's legacy of caring worldwide. Through the Volunteer Corps, Ford employees and retirees participate in a wide range of volunteer projects in their communities. For more information on programs made possible by Ford Motor Company Fund and Community Services, visit www.community.ford.com.

About Fox Licensing Merchandising

A recognized industry leader, Twentieth Century Fox Licensing and Merchandising licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Century Television and

Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

About GES

Las Vegas-based Global Experience Specialists, Inc. (GES), a Viad Corp (NYSE: VVI) company, is a leading provider of exhibition, event and retail marketing services. Given its recent consolidation with Exhibitgroup/Giltspur and Becker Group, GES provides an even wider range of services, including turn-key official show services, cutting-edge creative and design, marketing and measurement services – all with an unrivaled global reach. GES partners with leading shows and brands, including the International CES, Spring Fair Birmingham, International Woodworking Fair, CONEXPO-CON/AGG and IFPE, Bell Helicopter, Genzyme, L’Oreal, Warner Bros., and Simon Property Group. For more information, visit www.ges.com

About the Louisville Science Center

The Louisville Science Center is a nonprofit educational institution that encourages people of all ages to enjoy science, mathematics and technology in a stimulating and engaging environment that is educational as well as entertaining. Designated the “State Science Center of Kentucky” by the 2002 Kentucky General Assembly, the Louisville Science Center features interactive exhibits and engaging programs for children, families and adults. The Louisville Science Center is committed to growing a scientifically literate community that investigates, questions, and challenges.