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THE HENRY FORD WILL HOST THE LARGEST TOURING EXHIBITION OF TITANIC IN 2012, TO COMMEMORATE THE 100th ANNIVERSARY OF ITS ILL-FATED VOYAGE

More than 250 artifacts make their Michigan debut when Titanic: The Artifact Exhibition goes on display at Henry Ford Museum, March 31 – September 30, 2012

(Dearborn, Mich. – April 15, 2011) – On April 15, 1912, *Titanic*, the world's largest ship, sank after colliding with an iceberg, claiming more than 1,500 lives. During the 100th anniversary of the sinking, The Henry Ford will host the largest touring exhibition of *Titanic: The Artifact Exhibition*, in Henry Ford Museum, March 31 through September 30, 2012.

“We are privileged to bring this extraordinary exhibit to Henry Ford Museum, especially as 2012 marks the 100th anniversary of the sinking of *Titanic*,” said Patricia Mooradian, president of The Henry Ford. “Known as one of the greatest innovations from that era, this ship was ahead of its time with its top notch engineering, modern equipment and luxuries. Touted by the media as the ship that was “virtually unsinkable,” no one could believe the magnitude of this disaster that occurred in April of 1912. As Americans, it’s a story that resonates with us all.”

This exhibition, 10,000 square feet in size, features more than 300 artifacts – 250 of which have never been displayed in Michigan. In addition, visitors will walk through extensive room recreations, be able to get their photos taken near the full-scale replica of the Grand Staircase, as well as learn about passengers on board who had local ties to Michigan.

Moving through this newly redesigned and expanded exhibition, visitors are quickly drawn back in time to 1912 as each receives a replica boarding pass of an actual passenger aboard *Titanic*. They then begin their chronological journey and “travel” through the life of the *Titanic*—from the ship’s construction, to its on-board passengers, its ill-fated voyage and the amazing artifact rescue efforts that involved divers returning to it in recent years. Attendees will marvel at authentically re-created first and third class cabins, stop for a breathtaking glance at the social hub of *Titanic* – the Grand Staircase – and press their palms against an iceberg to feel its temperature, all while learning of countless stories of heroism and humanity.

During the exhibition, The Henry Ford will host a variety of programming related to *Titanic*, including daily museum activities, presentations and lectures on this legendary ship. More information can be found at www.thehenryford.org/titanic.

“We are thrilled to open *Titanic: The Artifact Exhibition* to such a renown institution during the 100th anniversary of its maiden voyage,” states Katherine Seymour, Vice President of Communications for RMS Titanic, Inc. “On that unexpected night in 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 Michigan at such a poignant time.”

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About The Henry Ford

The Henry Ford, in Dearborn, Michigan, is the world's premier history destination and a National Historic Landmark that celebrates American history and innovation. Its mission is to provide unique educational experiences based on authentic objects, stories and lives from America's traditions of ingenuity, resourcefulness and innovation. Its purpose is to inspire people to learn from these traditions to help shape a better future. Five distinct attractions at The Henry Ford captivate more than 1.5 million visitors annually: Henry Ford Museum, Greenfield Village, The Ford Rouge Factory Tour, The Benson Ford Research Center and The Henry Ford IMAX Theatre. The Henry Ford is also home to Henry Ford Academy, a public charter high school which educates 485 students a year on the institution's campus and was founded in partnership with The Henry Ford, Ford Motor Company and Wayne County Public Schools. For more information please visit our website thehenryford.org.

RMS Titanic, Inc. and Premier Exhibitions, Inc. (NASDAQ: PRXI)

Titanic: The Artifact Exhibition is produced by RMS Titanic, Inc. a wholly owned subsidiary of Premier Exhibitions, Inc. RMS Titanic, Inc. is the only company permitted by law to recover objects from the wreck of the 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 the Titanic rescuing more than 5,500 artifacts. The Company recently completed its eighth and most ambitious mission to the wreck site of Titanic this summer of 2010. For the first time in history, RMS Titanic, Inc. alongside the world's top oceanographic agencies set out to map the entire wreck of Titanic with the hopes of raising the Ship virtually for future generations.