

Press Release



FOR IMMEDIATE RELEASE

Nearly a quarter of a million people visited *Titanic: The Artifact* Exhibition so far

Due to strong response, ArtScience Museum at Marina Bay Sands to extend operating hours to midnight on Friday and Saturday

Singapore (April 25, 2012) – *Titanic: the Artifact Exhibition* at the ArtScience Museum at Marina Bay Sands has welcomed nearly 250,000 visitors since its opening on 29 October 2011. Due to the strong response from the public over the last few weeks, the museum will be extending its operating hours to allow visitors a chance to see the exhibition before it leaves the shores of Singapore. Operating hours for Friday 27 April and Saturday 28 April 2012 will be extended until midnight. Last entry to the museum is at 11pm on these dates.

On the final day of its departure Sunday 29 April, visitors to the ArtScience Museum will be able to experience various aspects of the Titanic through the numerous activities planned for the day. Starting from 12 noon, visitors will have the opportunity to try out shuffle boarding, have their caricatures drawn, take home paper cut portraits, and even catch a dance performance inspired by the RMS Titanic. From 8pm onwards, visitors can enjoy a string ensemble perform melodies that were played aboard the majestic ship as they witness paper boats set sail on the lily ponds that surround the museum. This will mark a fond farewell to an exhibition that has touched the hearts of so many visitors and saw the world coming together in Singapore to commemorate its 100th year anniversary.

Titanic: The Artifact Exhibition is designed to tell the incredible human stories from the legendary *RMS Titanic*'s maiden voyage. The use of authentic artifacts and extensive room re-creations combined with the compelling stories of the passengers and crew have made this exhibition one of the most successful exhibitions in the world with more than 25 million tickets sold to date. Items from the ship's construction, vials of perfume from a maker who was traveling to New York to sell his samples, china etched with the logo of the elite White Star Line, postage stamps, sheet music, coins, jewelry, personal items and many other authentic objects offer historical insights into the life and times of travelers of that era and the wide socio-economic disparity between rich and poor.

These artifacts are displayed at the ArtScience Museum's lower galleries which have been meticulously recreated to resemble actual locations in *Titanic*, such as the First and Third Class Cabins, Verandah Café, the famous Grand Staircase, the Promenade Deck and Boiler Room.

Over the past 15 years, more than 25 million people have seen this powerful Exhibition in major museums worldwide. 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 eight 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.

Boasting an iconic lotus-inspired design, the world's first ArtScience Museum at Marina Bay Sands is the premier venue for major international touring exhibitions from the most renowned collections in the world. ArtScience Museum is a place that begins to question and discover the connection and similarities between the arts and sciences; and look at how people create ingenious work in both fields. ArtScience Museum presents exhibitions that give people a better understanding of how inspiration, creativity, and expression are born. Exhibitions held at ArtScience Museum include: *Genghis Khan: The Exhibition*; *Traveling The Silk Road: Ancient Pathway To The Modern World*; *Shipwrecked: Tang Treasures and Monsoon Winds*(February 2011); *Van Gogh Alive* (April 2011); *Dali: Mind of a Genius* (May 2011); *Titanic: The Artifact Exhibition* (October 2011) and *Cartier Time Art* (December 2011). Featuring 21 gallery spaces, totaling 50,000 square feet, ArtScience Museum delivers an impressive array of exhibits that embrace a spectrum of influences from art and science, media and technology, to design and architecture.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

APPENDIX

| | | | | | | | |
|------------------------|--|--|--------------------|---|--------------------|------------------------------------|--------------------|
| Ticketing | Admission charges for the ArtScience Museum are priced as follows: | | | | | | |
| | Category | Price for admission to <i>Andy Warhol + ArtScience</i> exhibition | | Price for admission to <i>Titanic: The Artifact Exhibition + ArtScience</i> exhibition | | Price for all-access ticket | |
| | | Non-Singapore Resident | Singapore Resident | Non-Singapore Resident | Singapore Resident | Non-Singapore Resident | Singapore Resident |
| | Adult | \$15 | \$13 | \$24 | \$20 | \$28 | \$24 |
| | Senior (65 years old & above) | \$14 | \$12 | \$21 | \$18 | \$27 | \$23 |
| Child (2-12 years old) | \$9 | \$8 | \$14 | \$13 | \$16 | \$14 | |
| | <p>Note:</p> <ul style="list-style-type: none"> • Prices are inclusive of museum admission, 7% GST and booking fee • Tickets can be purchased on the ArtScience Museum website www.marinabaysands.com/ArtScienceMuseum and all Marina Bay Sands box offices. • Singapore Citizens, Permanent Residents, and holders of Employment Pass, Work Permit, or Dependent's Pass must show valid proof of identity (ID) upon purchase, subject to one admission ticket per ID. | | | | | | |
| Opening Hours | <ul style="list-style-type: none"> • 10am to 10pm daily, including weekends and public holidays. Last entry into the ArtScience Museum is at 9.00pm. | | | | | | |