

BODIES REVEALED fascinating+real



FOR IMMEDIATE RELEASE

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Karen Bakula & Company, Inc.: (916) 442-0957 or (916) 715-9117

WORLD-RENOWNED “*BODIES REVEALED*” EXHIBITION OPENS IN SACRAMENTO APRIL 24TH

SACRAMENTO, CA — In a triumphant return engagement, the groundbreaking and provocative Bodies Revealed, will **come to Sacramento with an all new exhibition beginning in April, for a limited engagement, located at 2040 Alta Arden Way (Alta Arden at Arden Way; across from Arden Fair Mall)**. This marks the exhibition’s much anticipated return to the West Coast following a two-year absence where visitors explored and learned about the human body. The exhibition has been seen by more than 15 million visitors worldwide including Buenos Aires, Argentina, Santiago, Chile, Copenhagen and Birmingham, UK. as well as in selected cities throughout the U.S.

This world-famous anatomical exhibition features real, whole and partial body specimens that have been meticulously dissected and preserved through an innovative process, giving visitors the opportunity to view the complexity of their own organs and systems. The exhibition will feature more than 200 specimens never before seen in California, including 14 whole body specimens posed in a combination of dramatic athletic and artistic movement including baseball catcher and pitcher, violinist and bicyclist. Authentic human specimens dramatically illustrate the damage caused to organs by overeating, lack of exercise and disease—more powerful than any textbook image. Additionally, the exhibition will feature a groundbreaking new design with video and interactive features, modern

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lighting and an open floor plan that allows visitors to experience each gallery at their own leisurely pace—exploring the skeletal, muscular, reproductive, respiratory, circulatory and other systems of the human body.

The return of Bodies Revealed to Sacramento marks one of the few times the exhibition has ever revisited a host city. In its 2007-08 debut, the exhibition was greeted with sellout crowds as well as a month-long extension of its limited engagement. Hundreds of Northern California area schools attended the exhibition as an educational field trip supported by special classroom curriculum designed for teachers to continue the important discussion about the human body and health awareness. Also among its many visitors, medical students and practitioners, art students and other related professions attended the exhibition for its fascinating combination of scientific and artistic education.

“Northern Californians have embraced this remarkable exhibition and we are thrilled to meet the demand for its return,” stated Dr. Roy Glover, Chief Medical Director for Bodies Revealed. “It is more powerful and memorable than ever before with the new specimens and a unique design. In a region so well known for its medical excellence and passionate outdoor, active lifestyles, this is sure to enlighten, empower, fascinate and inspire.”

The real human body specimens in the exhibition are preserved through a revolutionary technique called polymer preservation. In this process, human tissue is permanently preserved using liquid silicone rubber. This prevents the natural decay process, making specimens available for study indefinitely. The end result is a rubberized specimen, preserved to the cellular level, showcasing

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the complexity of the body's many bones, muscles, nerves, blood vessels and organs. The full-body specimens can take more than a year to prepare.

“Based on the success of the first Sacramento run, we are very excited to see this expanded Bodies Revealed exhibit return to our city,” said Steve Hammond, President and CEO of the Sacramento Convention & Visitors Bureau (SCVB).

“Not only does it give our residents the opportunity to see a world-class traveling exhibit, it provides the SCVB with a strong attraction that will help us to draw additional visitors to this community.”

EVENT DETAILS

What: Bodies Revealed – a ground breaking exhibition featuring more than 200 specimens never before seen in California including 14 whole body specimens posed in dramatic athletic and artistic movement. In addition to providing a closer look at the skeletal, muscular, respiratory and other systems of the human body, the exhibition will feature innovative video and interactive technology that encourages education and making healthy lifestyle choices. This marks the only return of Bodies Revealed to the West Coast, following a two year absence.

Location: 2040 Alta Arden Way, Sacramento, CA 95825
(Alta Arden at Arden Way; across from Arden Fair Mall)

Date: Opening April 24, 2010 for a limited engagement
Tickets on sale beginning April 5, 2010

Exhibition Hours: Sunday – Thursday: 10:00 a.m. – 8:00 p.m.
Friday – Saturday: 10:00 a.m. – 10:00 p.m.
Last admission one hour prior to closing

Ticket Information: Ticket prices starting at \$14.00
1-888-263-4379 or www.bodiessacramento.com

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FREQUENTLY ASKED QUESTIONS

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Q: What health issues are highlighted in Bodies Revealed?

A: Bodies Revealed allows people to learn about their own bodies and, ultimately, teaches them how to take better care of their health and make positive lifestyle choices. The exhibition enables them to see and understand the medical conditions friends and family members face in a whole new way – by highlighting pressing health concerns, including obesity, breast cancer, colon cancer, cirrhosis of the liver, ectopic pregnancy, arthritis, osteoporosis and bone fractures. The exhibition also highlights damage done to organs due to the perils of smoking and dietary excesses.

Q: Why use real human specimens instead of constructed models?

A: As Dr. Roy Glover, chief medical director for Bodies Revealed states, “Seeing promotes understanding, and understanding promotes the most practical kind of body education possible. The body doesn’t lie!” Unlike models that idealize the body through the eyes of an artist, the specimens in this exhibition will show the body and its parts as they really exist. Idealized models have been used for many years to teach about the body. They do not, however, allow for any variation in structure or pathologies – which is key in noting how unique our bodies are.

As medical students and individuals have less time for the study of anatomy, it is even more important to have these unique specimens to give them both a greater understanding of anatomy and some sense of the variation of the human organism.

Q: What part of the anatomy is the hardest to preserve?

A: The brain is the most difficult organ to preserve due to the makeup of the brain, which is primarily composed of lipids (fat) and water. During the process of polymer preservation, the brain can shrink significantly during dehydration if one is not careful. To manage this problem, the brain is dehydrated in a cold acetone thus better maintaining its original size and shape.

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Q: What do the polymer preserved bodies feel like?

A: The specimens feel dry to the touch and can be either rigid or flexible, depending on the mix of chemicals used. While guests will be able to get very close to the specimens, as a rule, guests are not allowed to touch them.

Q: How long does it take to dissect and permanently preserve each specimen?

A: The timing varies. A small organ can take one week to prepare while it can take up to one year to prepare a whole body.

Q: How long do the bodies last after polymer preservation?

A: The earliest specimens made in the late 1970s are still being used in medical schools around the world. They last indefinitely, just as if they were made entirely of the most indestructible material. When Premier Exhibitions ends Bodies Revealed, all specimens will be returned for cremation.

Q: Will we know who the body specimens are? How did they die?

A: Our suppliers have confirmed to us that all of the bodies and organ specimens in Bodies Revealed came from individuals who chose to donate their bodies to medical science for the purpose of study and education. All individuals died from natural causes. In addition our full time anatomist and biological anthropologist have examined the specimens and have never found any evidence of trauma associated with physical abuse. In a number of cases throughout the exhibition, our medical director has been able to identify the obvious medical problems that the specimen suffered from, and, where appropriate, it is so indicated. For example, a lung is displayed and the disease is identified as emphysema, so those who see it can gain a clearer understanding of this disease.

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Frequently Asked Questions, Page 3

Q: Where do the specimens come from?

A: Our suppliers have confirmed that all of the bodies and organ specimens in Bodies Revealed came from individuals who chose to donate their bodies to accredited medical universities in the People's Republic of China. All specimens were then received by plastination facilities in China.

Asia possesses the largest and most highly competent group of dissectors in the world, and they are highly skilled in preparing the bodies for educational and scientific purposes.

Q: What is the appropriate age level for viewing Bodies Revealed?

A: The teaching of basic human anatomy and physiology are hallmarks in any child's education. We recommend that children attend the exhibition with a teacher or parent as an adult guide. We feel strongly that the exhibition can offer a rare family experience: A golden opportunity to open a child's eyes – and, in a way no textbook ever could, to teach them about the complexities of the human body and the necessity of proper nutrition, regular activity and the importance of healthy lifestyle choices, such as avoiding smoking and alcohol.

The exhibition will have a special children's audio tour available, as well as four age-specific teacher's guides from elementary to post-graduate levels.

Q: Who organized and designed Bodies Revealed?

Bodies Revealed is organized by Atlanta-based Premier Exhibitions Inc. Premier Exhibitions, Inc. is the leading provider of museum quality Exhibitions around the world including Titanic: The Artifact Exhibition and serves as the Salvor-in-Possession for the RMS Titanic. Premier Exhibition's is the leading promoter of human anatomy exhibitions including Bodies...The Exhibition and Bodies Revealed. The exhibitions have been enthusiastically highlighted on The Oprah Winfrey Show, The Martha Stewart Show, Today Show and other well known and prominent programming.

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THE POLYMER PRESERVATION PROCESS

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Polymer preservation, the process used to preserve the specimens for Bodies Revealed, is a revolutionary technique in which human tissue is permanently preserved using liquid silicone rubber. This prevents the natural decay process, making specimens available for study for an indefinite time period.

Polymer preservation provides a closer look at the skeletal, muscular, nervous, respiratory, digestive, urinary, reproductive, endocrine and circulatory systems by unveiling the mysteries of the human anatomy.

How It Works:

1. Anatomists fix a specimen with chemicals to temporarily halt the decaying process. They then dissect it to expose important structures.
2. All of the water is removed from the specimen by replacing it with acetone.
3. The specimen is placed into a liquid silicone mixture within a vacuum chamber. Under vacuum, the acetone becomes a gas that is completely replaced by the polymer mixture.
4. Lastly, the silicone polymer is hardened. The end result is a dry, odorless, permanently preserved specimen containing no toxic chemicals. It retains the look of the original, but functions as if it were rubber.

Preparation time varies. A small organ may take only a week, while a full-body specimen may take up to one year to prepare.

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DR. ROY GLOVER CHIEF MEDICAL DIRECTOR

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Dr. Roy Glover is Associate Professor Emeritus of Anatomy and Cell Biology. He taught Anatomy for more than 30 years at the University of Michigan Medical School where he also developed and ran the university's Polymer Preservation Laboratory until he retired in 2004.

Dr. Glover earned his Master of Science and Doctorate in Anatomy from The Ohio State University in 1965 and 1968, respectively. He joined the Anatomy faculty of the University of Michigan Medical School in 1968 and was promoted through the professional ranks until he retired in 2004.

In 1989 he developed the University of Michigan's Polymer Preservation Laboratory, one of the largest laboratories of its kind in North America, and one of the only labs in the world capable of providing whole dissected polymer preserved bodies for medical study and research. The University of Michigan's Polymer Preservation Laboratory has been vital in providing human anatomical specimens to support the educational efforts of medical schools, dental schools, health education agencies, biotechnology companies, museums, colleges, high schools and secondary schools. The availability of these specimens allows doctors, patients and students around the world to study and understand the human body.

Dr. Glover is the recipient of numerous research and teaching awards, including:

- 1991: The O'Conner Research Award, The Arthroscopy Association of North America
- 1990: National Neuroscience Excellence in Teaching Award, The New Jersey College of Medicine and Dentistry
- 1985: The AMOCO Foundation Teaching Award for Excellence in Undergraduate Instruction, The University of Michigan
- 1983: The Kaiser Permanente Teaching Award for Excellence in Basic Science Instruction, The University of Michigan Medical School

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Dr. Roy Glover, Chief Medical Director (Bio), Page 2

Dr. Glover was also awarded a U.S. Patent for the design and development of a Multiple Substructure Anatomical Brain model, a model that is being used in more than 100 medical schools in the United States and overseas.

He retired from the University of Michigan on June 30, 2004, to join Premier Exhibitions where he presently serves as Chief Medical Director and Spokesperson for BODIES REVEALED and BODIES . . . THE EXHIBITION.

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CHERYL MURE
VICE PRESIDENT OF EDUCATION
PREMIER EXHIBITIONS, INC.

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As Vice President of Education for Premier Exhibitions, Inc, Cheryl Muré is responsible for customizing the Premier curriculum to the academic content standards for each state or country that hosts an Exhibition. These comprehensive educational materials are invaluable to teachers wishing to generate student interest before visiting an Exhibition and to extend student learning beyond the field trip. Muré works closely with local school districts to promote group visits for students and professional development programs for teachers. In addition, Muré has developed Activity Guides for Girl Scouts, Seniors and Camps.

Muré holds an undergraduate degree in Education from Emory University and a Master's Degree in Education from Georgia State University. Muré is an experienced classroom teacher who has designed and implemented self-contained intervention programs for at-risk students. She has supervised Master's Degree Candidates from both Emory and Georgia State University and served as a guest lecturer at the GSU Graduate School of Education. Cheryl has also been a featured speaker at national conferences on Learning Disabilities. In addition, Cheryl owned and operated two highly successful Sylvan Learning Centers for 14 years. She currently serves on the Education Advisory Board for the Georgia Aquarium.

Muré resides in Atlanta, and has appeared on more than 100 TV programs, including: The Martha Stewart Show, PBS broadcasting, BBC News, The Discovery Channel, and National Geographic.

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