

Genghis Khan: The Exhibition Conquers San Jose *Exhibit Makes First West Coast Appearance in Downtown*

SAN JOSE, CA (April 29, 2010) – The Tech Museum and Team San Jose today revealed *Genghis Khan: The Exhibition* as the next blockbuster exhibition to make its first West Coast and Bay Area appearance at The Tech Museum in San Jose. The exhibit opens to the public May 22, 2010 for a limited engagement, and tickets are on sale now at www.thetech.org.

Visitors will discover the innovation, technological mastery and culture of one of the world's greatest statesmen and most misunderstood conquerors in this one-of-a kind exhibition. More than 200 13th century artifacts from Genghis' reign – never before seen outside Mongolia – will be on display.

"Genghis Khan's brutality is well known, but less visible is the man whose natural leadership formed the first united Mongol nation – no small feat," said Peter Friess, president of The Tech Museum. "Inasmuch as we carry the dark images of Genghis Khan the warlord, there is also the man who brought us passports, the pony express, printed money, hamburgers and even pants."

The exhibit features live cultural performances including Mongolian singers, contortionists and musicians, travel through a life-size ger, the traditional nomadic dwelling, and marvel at Mongo weaponry – all technologically advanced armaments during Khan's reign.

"We are extremely excited to carry over the momentum from a highly successful run of *Star Trek: The Exhibition* to Genghis Khan," Dan Fenton, CEO Team San Jose, said. "There is no doubt Downtown San Jose is the perfect fit for these blockbuster events because they to continue to bring thousands of visitors and locals alike."

The exhibition was organized by Don Lessem, author and president of Exhibits Rex, Inc., with curatorial consultation by two leading Genghis Khan experts and scholars, Dr. William Fitzhugh of the Smithsonian Institution and Dr. Morris Rossabi of Columbia University.

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The exhibition's appearance marks another milestone in the partnership between The Tech Museum and Team San Jose and further demonstrates San Jose's success in attracting high-quality blockbusters here. Other sponsors of the exhibit include the City of San Jose and the San Jose Hotels Inc., a non-profit corporation of hotel leadership formed to support the hotel and tourism industry in San Jose.

The Tech Museum and Team San Jose have partnered in the past to bring incredibly popular exhibitions - such as Leonardo: 500 Years into the Future and Body Worlds 2 & The Three Pound Gem - and over 470,000 thousands visitors to San Jose.

Prices for Genghis Khan range from \$15 for children ages 3-17 and \$25 for adults, with special ticket prices for seniors and college students. Admission includes access to all the regular museum galleries.

Special Exhibit Hours

Monday - Wednesday: 10:00am - 5:00pm

Thursday - Sunday: 10:00am - 8:00pm

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About The Tech Museum

The Tech Museum is a hands-on technology and science museum for people of all ages and backgrounds. The museum - located in the Capital of Silicon Valley - is a non-profit learning resource established to engage people in exploring and experiencing technologies affecting their lives. Through programs such as The Tech Challenge, our annual team design competition for youth, and internationally renowned programs such as The Tech Awards presented by Applied Materials, Inc., The Tech Museum celebrates the Spirit of Silicon Valley by encouraging the development of innovative ideas for a more promising future.

About Team San Jose

Team San Jose, Inc. is a management company for the San Jose Convention Center and multiple theaters in Downtown San Jose including the San Jose Civic, Parkside Hall, Center for the Performing Arts, California Theatre and Montgomery Theater. Team San Jose is a unique customer service model where the company acts as the San Jose Convention and Visitors Bureau and works in partnership with local hoteliers, organized labor, local arts leadership and business community to provide a one team approach to all event planning needs.