

CONFIRMED! NEW MYTHBUSTERS EXHIBIT AT LIBERTY SCIENCE CENTER PUTS POPULAR MYTHS TO THE TEST

MythBusters: The Explosive Exhibition Makes Its Northeast Debut on February 18, 2017

Jersey City, New Jersey (February 14, 2017) – Can you huff and puff and blow a house down? Can you drive blindfolded? Can you dodge a bullet? Curious truth-seekers of all ages can put these urban myths and more to the test at *MythBusters: The Explosive Exhibition*, making its way to Liberty Science Center in Jersey City on February 18. Based on the real-life operations room of the MythBusters' iconic set, this exhibition is filled with gadgets, props, video and blueprints used by the hosts to explore myths on the show.

"We're excited to welcome the MythBusters exhibit to Liberty Science Center," said Paul Hoffman, President and CEO of Liberty Science Center. "The television series was a big hit, and the exhibit gives fans a chance to actually be a MythBuster. It challenges learners of all ages to explore the scientific method through hands-on, interactive experiments. In their quest for truth, our guests will become the scientists and test their curiosity-driven hypotheses with inventive and outrageous methods."

MythBusters: The Explosive Exhibition, created by Discovery Communications and Exhibits Development Group, comes to life with myths and experiments that push the boundaries. Decked out to look like the operations room of the show's set, **The Blueprint Room** showcases more than 60 artifacts salvaged from more than 700 experiments conducted on the series. In **The Workshop**, visitors will engage in real hands-on experiments with real results. Visitors can test over a dozen topics expanding upon the myths seen on *MythBusters*, such as:

- **Airplane on a Conveyor Belt:** Can an airplane take off in one direction while it's on a conveyor belt that is moving in the opposite direction at the same speed?
- **Butter Side Up:** Does it always seem that a dropped piece of toast lands butter side down?
- **Big Bad Wolf:** The "*Three Little Pigs*" fairy tale told us that the Big Bad Wolf was incapable of blowing down a house of bricks. How do the bricks really stack up?
- **Running in the Rain:** Will running, rather than walking, in the rain *really* keep you drier?

In addition to individual experimentation, guests can visit the **Live Demonstration Stage** to view and participate in live science demonstrations that explore some of the myths associated with human reaction time and momentum.

MythBusters: The Explosive Exhibition will be at Liberty Science Center from February 18 through September 4, 2017. It is available with the purchase of a Combination Pass (\$27.75 for adults, \$24.75 for seniors 62+, and \$22.75 for children ages 2-12). For more information, visit LSC.org.

MythBusters: The Explosive Exhibition was created by Discovery Communications and Exhibits Development Group (EDG), in partnership with the Museum of Science and Industry, Chicago (MSI) and Geoffrey M. Curley +

Associates (GMC+A). *MythBusters*, the series, is developed and produced by Beyond Entertainment Limited. Financing for this exhibition has been made possible by Olympus Capital Investments, LLC, a unit of Olympus Holdings, LLC.

About Liberty Science Center

Liberty Science Center (LSC.org) is a 300,000-square-foot not-for-profit learning center located in Liberty State Park on the Jersey City bank of the Hudson near the Statue of Liberty. Dedicated to bringing the power, promise, and pure fun of science and technology to people of all ages, Liberty Science Center houses 12 museum exhibition halls, a live animal collection with 110 species, giant aquariums, a 3D theater, the world's largest IMAX Dome Theater, live simulcast surgeries, a tornado-force wind simulator, K-12 classrooms and labs, and teacher-development programs. More than 250,000 students visit the Science Center each year, and tens of thousands more participate in the Center's offsite and online programs. LSC is the most visited cultural institution in New Jersey with more than 650,000 visitors annually and the largest interactive science center in the NYC-NJ metropolitan area.

About MythBusters

MYTHBUSTERS, which first launched on Discovery Channel in 2003, is hosted by Jamie Hyneman and Adam Savage, and Tory Belleci, Kari Byron and Grant Imahara. Inspiring a generation to inquire, interact and get involved with science, MYTHBUSTERS uses a signature brand of explosive experimentation to prove or disprove popular myths, misconceptions or legends. The *MythBusters* TV series is produced by Beyond Entertainment Limited.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) satisfies curiosity and engages superfans with a portfolio of premium nonfiction, sports and kids programming brands. Reaching 3 billion cumulative viewers across pay-TV and free-to-air platforms in more than 220 countries and territories, Discovery's portfolio includes the global brands Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports content across Europe. Discovery reaches audiences across screens through digital-first programming from Discovery VR, over-the-top offerings Eurosport Player and Dplay, as well as TV Everywhere products comprising the GO portfolio of TVE apps and Discovery Kids Play. For more information, please visit www.discoverycommunications.com.

About Exhibits Development Group (EDG)

EDG is dedicated to the development, production, marketing and distribution of traveling museum exhibitions and cultural projects. EDG also serves as a partner to other exhibition organizers, museums, foundations and collection owners in the U.S. and abroad in the care and stewardship of their exhibitions and collections. EDG's mission is to initiate and promote international cultural and intellectual exchange by bringing high-quality traveling exhibitions of art, science, and history to broad and diverse audiences. For more information, please visit exhibitsdevelopment.com.

About Geoffrey M. Curley + Associates (GMCA)

GMCA is an innovative consulting company to support the development and execution of new and vibrant educational, hands-on, minds-on experiences. GMC+A's goal is to integrate new, cutting-edge technologies, environmental design and emotional storytelling with tantalizing visual audio and tactile experiences making exhibitions more personal artistic, fun, educational and memorable. For more information, please visit gmcurley.com.

About Olympus Holdings, LLC (Olympus Holdings)

Olympus Holdings is a company engaged through its various subsidiaries in energy, entertainment and finance. For more information, please visit o-hold.com.

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