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CRACK THE CASE AT THE MUSEUM OF SCIENCE AND INDUSTRY

World Premiere exhibit CSI: The Experience, based on hit CBS show, opens in Chicago on May 25, 2007

CHICAGO (MAY 25, 2007)—Imagine entering a crime scene and being the one responsible for noticing and collecting every trace of evidence. The pressure's on: your analysis of the evidence must be scientifically sound to crack the case.

You've seen the hit television crime drama, *CSI: Crime Scene Investigation* on CBS. Now, on May 25, 2007, the Museum of Science and Industry in Chicago opens the world premiere of *CSI: The Experience*, an immersive, interactive forensic science exhibit related to the TV show. The bilingual exhibit (English and Spanish) runs through Sept. 3, 2007. The exhibit is sponsored locally by Diet Pepsi.

In *CSI: The Experience*, guests play the role of crime scene investigator, learning scientific principles and real investigative techniques as they try to solve one of three crime scene mysteries. Two state-of-the-art crime labs help guests piece together the evidence. With input from investigators from the television show, along with their real-life forensic science counterparts, guests formulate a hypothesis, validate their findings based on scientific evidence and try to crack the case.

From DNA and fingerprint analysis to forensic anthropology and toxicology, guests will be captivated by hands-on science in a multi-media environment with dazzling special effects—direct from the *CSI* television series. Cast members from the TV show welcome participants into the exhibit in a video introduction, lead them through the experience, and then evaluate their crime-solving savvy as they exit.

"This exhibit blends science, technology and innovation into one phenomenal experience that guests will enjoy and learn from," said David Mosena, president and CEO of the Museum of Science and Industry. "It's also our hope that in experiencing this exhibit, teens will discover the many different and vital careers that exist within the field of science, and become excited about them."

"With the launch of this exciting new exhibit, we're extending the *CSI* brand beyond entertainment and licensed merchandise into an engaging learning experience," commented Elizabeth Kalodner, executive vice president and general manager of CBS Consumer Products.

The National Science Foundation (NSF) provided \$2.4 million to the Fort Worth Museum of Science and History to develop the exhibit for a national tour of science museums, as well as an online learning adventure. According to Sandra Welch, NSF's program officer for informal science education, this unique project will advance science learning in museums across the country in an exciting new way. "The show *CSI* has inspired its millions of fans to become interested in forensic science. Recognizing the role the show plays in society, we think this connection with the exhibit will help draw many people into a high quality science learning experience."

MUSEUM OF SCIENCE AND INDUSTRY

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The Crime Scenes

The exhibit's "investigators" enter one of three different crime scenes where they will identify evidence and record findings on a special investigation card. The crime scenes vary in intensity, with the mildest being the presentation of skeletal remains discovered in a remote desert.

In "A House Collided," a car has run through the living room window of a house in a quiet suburb. In the driver's seat is a man with his seatbelt on; he is slumped over. The windshield is shattered and the car door is shut. In the living room, there are muddy shoeprints, drops of blood and a stain near a sofa. A pizza box is open with pepperoni pizza spilled on the floor. A beer bottle is by the car door, and a hand print of blood (or is it pizza sauce?) is found on the car hood.

In "Who Got Served?" a young woman has been found dead in an alley behind an old Las Vegas motel. She is sprawled beneath a dumpster overflowing with trash and is wearing a waitress outfit with a nametag that reads "Penny." There is a tire tread across her abdomen, and tossed nearby is a photo of her, which has been ripped in half. No other injuries are visible. Amongst the trash are a handbag and a cell phone.

In "No Bones About It!" a hiker has stumbled across what looks like a human skull sticking out of the ground. It is partially buried by silt and debris. Other bones are scattered underneath the dirt. The skull has a visible hole in it; and among the remains, there are still tattered remnants of clothing and what appears to be a backpack.

Beginning the Investigation

After exiting the crime scenes, guests refer to a large wall of crime scene photos and clues they may have missed. They then analyze evidence in two highly interactive lab areas, each featuring multiple stations that allow for various evidence testing.

Guests who are investigating "A House Collided" compare fingerprints of the victim to the evidence, examine blood spatter patterns, observe the shoes of the victim and tracks found in the room, compare fibers on the victim's clothes with fibers in the room, analyze the victim's blood-alcohol level, compare DNA of the victim with evidence and eventually discover the cause of death.

For "Who Got Served?" the investigation includes reviewing evidence within a cell phone, examining the contents of the handbag, inspecting the purse and headshot for fingerprints, establishing the time of death, reviewing DNA samples, testing powder from the handbag at the scene, and discovering the cause of death.

Sleuths working on "No Bones About It!" analyze the bullet from the found skull, analyze hairs found with the body, examine seeds found near the body, study a DNA sample from a tooth, test the DNA of an animal's hair, inspect a femur bone to establish the height of the victim, compare dental records to the victim and discover the cause of death.

Cracking the Case

At the end of the exhibit, guests present their findings in a recreation of the office of Gil Grissom—the enigmatic *CSI* head investigator. They answer a series of multiple choice questions, based on their scientific findings, on touch screens located in this area. After completing these questions, a case summary is generated and guests match their results to those of expert crime scene investigators!

CSI: The Experience was developed by the Fort Worth Museum of Science and History with support from CBS Consumer Products, the cast and crew of the television show, and the National Science Foundation. This exhibit, geared toward guests ages 12 and up requires a ticket with a **specified entry time**. Tickets, which include Museum general admission, are \$19 for adults, 17.50 for seniors and \$14 for children 3-11. There is a discount for City of Chicago residents. Advance tickets are on sale now at www.msichicago.org or by calling (773) 684-1414. Groups of 20 or more are eligible for a discount when they book in advance.

About the Museum of Science and Industry

The Museum of Science and Industry's mission is to inspire the inventive genius in everyone by presenting captivating and compelling experiences that are real and educational. Located at 57th Street and Lake Shore Drive, the Museum is open every day of the year except December 25. Regular Museum hours are 9:30 a.m. until 4 p.m., Monday through

Saturday, and 11 a.m. until 4 p.m. on Sunday. Extended summer hours, until 5:30 each day, will be offered from May 26 - Sept. 3, 2007. General admission pricing is \$11 for adults, \$9.50 for seniors and \$7 for children ages 3 to 11. City of Chicago residents receive a discount on general admission. **General admission will be free from June 3- June 8, 2007.** The Museum offers indoor parking and is accessible by CTA and Metra. The Museum is supported in part through the generosity of the people of Chicago through the Chicago Park District. For more information, visit the Museum's Web site at www.msichicago.org or call (773) 684-1414 or (800) GO-TO-MSI outside of the Chicago area.

About the Fort Worth Museum of Science and History

Dedicated to lifelong learning and anchored by its rich collections, the Fort Worth Museum of Science and History engages its diverse community through creative, vibrant programs and exhibits interpreting science and the stories of Texas and the Southwest. For more information, visit www.fortworthmuseum.org.

The Museum features traveling exhibits and four core exhibit galleries, including DinoDig® and KIDSPACE®; the Noble Planetarium, Museum School®; and the Omni Theater, an IMAX dome seven stories high. Since the mid-1980s, the Museum annually welcomes about 800,000 visitors, making it one of the most popular cultural attractions in North Texas.

About CBS Consumer Products

CBS Consumer Products, a unit of CBS Entertainment, manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS, CBS Paramount Network Television and CBS Television Distribution, as well as from the company's extensive library of titles. Additionally, the group oversees the CBS Retail Store and online sales of programming merchandise. For more information, visit www.CBS.com.

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