



PRESS RELEASE

Children from around the world join pop artist Romero Britto for momentous art initiative at The O₂

Scout group from Tarcienne, Belgium to commemorate the return of Tutankhamun to London

London, 22nd June 2007 — Eighteen children from Unite Scoute de Somzee in Tarcienne, Belgium have been selected to participate in an art initiative in London on 5th July. Brought to London by Eurostar, the scouts will help internationally celebrated pop artist Romero Britto create a 45 ft pyramid to commemorate the return of Tutankhamun to London after 35 years. The pyramid, designed by Britto, is the artist's tribute to the Pyramids of Giza, the last remaining of the Ancient Seven Wonders of the World.

To kick off the Pyramid Project, these scouts will join 1,500 other students from the UK, US, France and Egypt to paint panels for the pyramid alongside Britto. The international arts event has received significant response with almost 7,000 students from 192 schools registered for participation. Events have already taken place in Fort Lauderdale and Philadelphia, two of the US markets for the Tutankhamun exhibition. A student from each of these cities will travel to London to participate in the July event.

"I am extremely honoured to participate in such an important and historic project," said Romero Britto. "The Pyramid Project is a fun and interactive way to educate children about ancient Egyptian civilisation and culture. Through this initiative, students will have the opportunity to embrace their inner artist and express their creativity, while leaving a lasting historical mark."

"I am thrilled to see school children from all over the world working together to commemorate Tutankhamun's return to London," said Zahi Hawass, Secretary General of Egypt's Supreme Council of Antiquities. "The opportunity for

children to participate in the construction of a pyramid will be a life-lasting memory and one that I hope will further endear the world's youth to the wonders of Egypt."

Visit London's chief executive, James Bidwell, said: "The Tutankhamun exhibition will draw hundreds of thousands of people to London to experience the ancient wonders of Egypt inside the brand new, world class facilities of The O2. The Pyramid Project is a wonderful way to welcome Tutankhamun back to London, involving children from around the world to work with one of today's most exciting artists."

Notes to editors:

PYRAMID PARTNERS AND SPONSORS TO DATE INCLUDE:

- InnoVida Holdings Inc.
- BMI
- The O2
- Kids Love London (part of Visit London)
- Embassy of the Arab Republic of Egypt
- Eurostar
- Hilton Hotels
- Premier Travel Inn
- National Geographic Kids
- Frederix Artist Canvas

About Romero Britto

Romero Britto is one of the premiere pop artists of our time. Through his use of vivid colours Britto creates contemporary masterpieces that evoke a spirit of hope and convey a sense of warmth. His original artwork, dubbed the art of healing, merges bright colours, and playful themes with compositional elements of cubism.

Britto's work provides art lovers around the world an open-minded and optimistic view of life, from the mental canvas of an artist who is inspired daily by the world around him. As a talented and creative child growing up in Brazil, Romero Britto often painted images on any medium he could find, including scraps of cardboard and newspaper. His inner passion and drive to excel served as an incredible asset for a young man with a longing to nurture his creative side and experience all that life had to offer. His innate love for learning and education inspired Britto to channel his focus and commitment to excellence into his artwork. This dedication is what has helped Britto become an international success during the last 20 years. The catalyst that began his ascension into the fine art arena was a commission to create the artwork for Absolut Vodka's world-wide advertising campaign (which also included contributions by Andy Warhol, Keith Haring and Kenny Scharf). His work has appeared in numerous publications in the United States and internationally, including Art in America, People Magazine, the New York Times Magazine and Arts & Antiques, and he has worked on commissions from companies including Movado, Microsoft X-Box, Evian,

Disney, Audi and Pepsi. Britto's works have also been collected by Arnold Schwarzenegger, Andre Agassi, U.S. Senator Ted Kennedy and Sir Elton John.

Never forgetting his humble beginnings, and always appreciative of the many mentors he has had over the years, giving back and lending a hand to those in need has become one of his top priorities. As a result, in 2007 the Britto Foundation was established to allow him to lend his time, resources and talent to children and organizations all over the world, while continuing to spread joy and happiness through his works. Through the foundation, his goal is to provide support to individuals and organizations who work to create, encourage, promote and preserve education and humanitarian based initiatives benefiting children around the world.

A number of related merchandise items will be sold in the gift shop of the exhibition, with proceeds going to support international literacy programming through The Britto Foundation.

About the exhibition

The exhibition, organized by National Geographic, AEG Live Exhibitions and Arts and Exhibitions International, with cooperation from the Egyptian Supreme Council of Antiquities, will include 50 major objects excavated from Tutankhamun's tomb, including his royal diadem — the gold crown discovered encircling the head of the king's mummified body that he likely wore while living — and one of the gold and precious stone inlaid canopic coffinettes that contained his mummified internal organs.

More than 70 objects from other royal graves of the 18th Dynasty (1555 B.C.-1305 B.C.) will be showcased as well, including those of pharaohs Amenhotep II and Thutmose IV and the rich, intact tomb of Yuya and Tuya, parents-in-law of Amenhotep III and great-grandparents of Tutankhamun. Yuya and Tuya's tomb was the most celebrated historical find in the Valley of the Kings until Carter discovered Tutankhamun's undisturbed burial chamber in 1922. All of the treasures in the exhibit are between 3,300 and 3,500 years old.

Unique to the London-based exhibition will be a dedicated gallery to Howard Carter, the British archaeologist who discovered Tutankhamun's tomb. The Howard Carter gallery will highlight the finding and excavation of the tomb and will provide insights into the life of Carter whose tenacity led to the discovery of the best preserved and most intact pharaonic tomb ever found in the Valley of the Kings.

The exhibition runs from 15 November 2007 to 30 August 2008. Over 140,000 tickets have been sold or reserved to date. Tickets and information is available at www.visitlondon.com/tut or www.kingtut.org

About The O₂

The O₂ will be Europe's leading entertainment destination – a new city-within-a-city for Londoners and the world to explore and enjoy. The O₂ will be a leisure and hospitality experience of a kind never before known in the UK. The

centrepiece of The O₂ will be Europe's finest indoor music and sports venue. The O₂ arena will attract global stars and events to The O₂, including 2012 Olympic events.

The Entertainment District will surround The O₂ arena. Open to all, night and day, it will comprise a mixture of leisure attractions including an 11 screen cinema, exhibition space, Indigo Music Club, restaurants, bars and cafés, all lining an avenue as wide and long as Bond Street.

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