



FROM: Sports Museum of America
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SPORTS MUSEUM OF AMERICA REDUCES TICKET PRICE IN RESPONSE TO CURRENT ECONOMIC SITUATION

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New Fall Operating Hours Also Announced

New York, NY (October 08, 2008) – In response to difficult economic circumstances facing families in the tri-state area, and throughout the country, the Sports Museum of America – recently named Nickelodeon’s “Parent’s Pick” among all museums in Manhattan – today announced a new value pricing structure.

The new ticket prices will go into effect on Monday, October 13, and will now be \$16 for adults, \$13 for seniors and college students, and \$9 for children ages 6 – 15. Children under the age of 6 are free. Group prices will be \$10 for adults, \$10 for seniors and college students and \$9 for children.

“The Sports Museum of America has had a tremendous reception from families and sports fans of all ages since opening in May,” said founder Philip Schwalb. “As a part of the New York landscape and neighbor to the Wall Street financial community, we recognize the challenges facing consumers today and want to make it easier for visitors to continue to enjoy the exhibits and interactive experiences we offer at the attraction.”

SmA cited the increasing cost of gas, food and other necessities as well as the economic downturn as factors in the decision to change its pricing structure. The new fee structure reflects consumer opinion on what is considered an acceptable cost in today’s economic climate in the New York City area.

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The Sports Museum of America will also begin Fall operating hours, with the museum open from 10:00 am – 6:00 pm, seven days a week. The last ticket will be sold at 5:15 pm.

About the Sports Museum of America:

The Sports Museum of America (SmA) is the nation's first and only all-sports experience richly showcasing the history, grandeur and significance of sports in American culture. Created in exclusive partnership with over 50 single-sport Halls of Fame, national governing bodies and other sports organizations across North America, SmA features amazing state-of-the-art interactive technologies, dramatic original films and an iconic collection of sports memorabilia. SmA is also the home to the legendary Heisman Trophy and the Billie Jean King International Women's Sports Center, including the first Women's Sports Hall of Fame.

Located in New York City at 26 Broadway and Beaver St. (next to the "Charging Bull" and footsteps from the Statue of Liberty Ferry), the SmA is open daily, 10:00 am to 6:00 pm except on Thanksgiving, Christmas Day and New Year's Day. For additional information, call 212-747-0900 or visit

www.sportsmuseum.com

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