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FOR IMMEDIATE RELEASE

## GEPI ENTERTAINMENT MUSEUM PROJECT UNDERWAY THE MUSEUMS AT CAMDEN YARDS DUAL MARKETING PLAN ANNOUNCED

Baltimore, MD. (Tuesday, October 18, 2005) The team of Governor Robert L. Ehrlich, Jr., Carl A. J. Wright, Chairman, Maryland Stadium Authority, Steven A. Geppi, President and CEO, Diamond Comics Distributors and Michael Hodes, Chairman, Babe Ruth Museum, today announced that work on Geppi's Entertainment Museum (GEM) is underway. In addition, a dual marketing plan for both GEM and Sports Legends at Camden Yards is being prepared. The joint effort by both museums will promote The Museums at Camden Yards as an additional tourism destination in Baltimore.

"The arrival of Geppi's Entertainment Museum and the cooperative promotional activities forged with Sports Legends at Camden Yards will create another major attraction for Baltimore's revitalized west side," Governor Ehrlich said.

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Geppi's Entertainment Museum will occupy 16,000 square feet of space on the second and third floors of Camden Station. With selection of an architect for the project, design is underway. "We are proud to mark another milestone in the history of Camden Station and pleased to welcome another distinguished tenant to the Camden Yards campus," noted Carl Wright. "Camden Yards is on the brink of becoming a year-round tourist destination," Mr. Wright added.

Geppi's Entertainment Museum will contain artifacts and other memorabilia from the entertainment industry. These items, a part of the private collection amassed by Steve Geppi, will become available for enjoyment by the public when the museum opens in the summer of 2006.

"Geppi's Entertainment Museum will focus on the impact of popular culture on society as a whole by showcasing how the various fields of entertainment have impacted children, not only in Baltimore and Maryland, but throughout the country and even the world," Geppi said.

It is anticipated that the GEM exhibits will complement the treasures from Maryland's long sports history on display in Sports Legends at Camden Yards which opened in May, 2005.

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"When Sports Legends opened in May, an historic landmark was brought back to life to showcase Maryland's sports history, and right at the gateway to our modern sports center, the Camden Yards Sports Complex," said Michael C. Hodes, Chairman of the Babe Ruth Museum, which operates the Sports Legends museum. "With the addition of Geppi's Entertainment Museum, our partners at the Maryland Stadium Authority have taken another major step toward turning Camden Yards into Baltimore's second major hub for tourists and locals alike."

Both GEM and Sports Legends at Camden Yards will work together to promote the museums as a tourism destination for Baltimore. The combined marketing effort is anticipated to result in an attraction for tourists to Baltimore expanding their visits beyond the Inner Harbor.

Governor Ehrlich expressed his delight with the opportunity being afforded to Maryland's citizens and visitors to our State to view sports and entertainment riches in one location. "Maryland's growth in tourism already is more than double that experienced in the nation as a whole," the Governor noted. "In fact", he added, "A report recently released by the Department of Business and Economic Development indicated more than 21 million domestic visitors to Maryland in 2004, a figure that is expected to increase as Maryland's economy remains strong and efforts to market the State's attractions expand."

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