



The Recording Academy®

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For Immediate Release

GRAMMY MUSEUMSM GRAND OPENING TO TAKE PLACE DEC. 3 – 7, 2008

*30,000-Square-Foot GRAMMY Museum — Part of AEG's L.A. LIVE Entertainment District
in Downtown Los Angeles — Culminates The Recording Academy®'s
and the GRAMMY® Awards' Milestone 50th Celebration Year*

LOS ANGELES (June 5, 2008) — The GRAMMY MuseumSM will celebrate its **grand opening** with a slate of activities **Dec. 3 – 7, 2008**, it was announced today by The Recording Academy® and AEG. The 30,000 square-foot facility will explore and celebrate the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the premier recognition of excellence in recorded music — the GRAMMY® Award. The one-of-a-kind "21st Century Museum" will feature interactive, permanent and traveling exhibits — with four floors of dynamic and engaging multimedia presentations — and will be located within L.A. LIVE, the downtown Los Angeles sports, entertainment and residential district (at the **corner of Olympic Blvd. and Figueroa Ave.**, across the street from STAPLES Center in Los Angeles).

The Museum will also present interesting and thought-provoking educational and public programs featuring films, lectures and performances in its 200-seat state-of-the-art GRAMMY Sound Stage, and will host special programs and private events throughout the many L.A. LIVE venues, as well as on its rooftop terrace with spectacular views of downtown Los Angeles. The grand opening of the GRAMMY Museum will be the culmination of The Recording Academy's and the GRAMMY Awards' milestone 50th Celebration.

"Music always has played a vital role in our culture and society, and the GRAMMY Museum will provide visitors a unique and hands-on opportunity to experience music's rich legacy, as well as the special process that goes into creating it," said Neil Portnow, President/CEO of The Recording Academy. "The Museum also will allow guests a behind-the-scenes, in-depth look at the backstage preparations, excitement, energy and power of Music's Biggest Night™ — the GRAMMY Awards. And there couldn't be a more appropriate way to commemorate our milestone 50th Celebration than the opening of this '21st Century Museum' that celebrates our past and embraces our future."

The grand opening slate of activities and events the first week of December will include a fundraising concert and party on Weds., Dec. 3; a morning ribbon-cutting ceremony with school group and educator tours on Fri., Dec. 5; and live music on the Nokia Plaza Sat., Dec. 6, and Sun., Dec. 7. The GRAMMY Museum officially opens to the public on Dec. 6. Ticket information will be available later in the summer.

"Music is part of everyone's life and nowhere will there be a more creative, historical and comprehensive tribute to every aspect of making and performing music than the GRAMMY Museum," said Timothy J. Leiweke, President & CEO, AEG. "Combining the creativity, resources and knowledge of The Recording Academy with AEG's team of developers and the technology available to us will truly create the world's most complete and most hands-on collection of exhibits and programming paying homage to the music experience."

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With four floors of interactive and stimulating exhibit space, the GRAMMY Museum experience is celebratory, inspirational and educational. The lobby greets visitors with exciting multimedia presentations and elevators will take guests directly to the fourth floor where the Museum tour begins. A tunnel of bold graphics and powerful GRAMMY music ultimately opens to an exciting gallery space filled with films, artifacts and interactive exhibits — all of which capture the legacy of recorded music and reveal the many ways in which it intertwines with social and cultural history. The third floor takes guests behind-the-scenes into the art and technology of the recording process and features hands-on, in-the-studio experiences as well as an in-depth exploration of the annual GRAMMY Awards telecast. The second floor houses the GRAMMY Sound Stage and will feature an exclusive film that captures the backstage world of the 50th Annual GRAMMY Awards. The second floor also is home to the Museum's Special Exhibits Gallery, where original temporary exhibits will be showcased on a rotating basis. The first traveling exhibit, "Songs of Conscience, Sounds of Freedom," will explore the depth to which music has been, and continues to be, a political force in society.

Furthering its interactive theme, the GRAMMY Museum experience will feature educational and public programs designed to engage young people, students, music fans, industry professionals and more. Events to be offered include music classes for children; mentoring and question-and-answer sessions with visiting artists; lectures with music industry veterans (including record label heads, producers, and engineers); film screenings; and concert series and artist showcases, among others. Additionally, the Museum has developed partnerships with local colleges and universities including the University of Southern California, Occidental College, and the FIDM/Fashion Institute of Design & Merchandise to offer special programs and internships to students working toward a career in music. More details about these initiatives and the GRAMMY Museum itself will be revealed in the coming months.

The GRAMMY Museum will be run by the GRAMMY Museum Foundation, a non-profit organization created by The Recording Academy, with the collaboration and financial support of AEG. The creation of the GRAMMY Museum will be underwritten primarily through a combination of support by AEG (as developers of L.A. LIVE) and contributions from the Cultural Facility Development Fund established by the Community Redevelopment Agency and funded entirely through the collection of art fees from AEG and other developers of property located within the District. Additional support will be funded through the generous contributions of third party benefactors. For more information about the GRAMMY Museum, please visit www.grammymuseum.org.

About The Recording Academy

Established in 1957, The Recording Academy is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. In its 50th year, The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com.

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About L.A. LIVE

AEG is currently overseeing the development of L.A. LIVE, a 4 million square foot / \$2.5 billion downtown Los Angeles sports, residential and entertainment district adjacent to STAPLES Center and the Los Angeles Convention Center featuring NOKIA Theatre L.A. LIVE, a 7,100-seat live theatre, a 54-story, 1001-room convention "headquarters" hotel (combining *JW Marriott* and *The Ritz Carlton* brands and 224 luxury condominiums — The Ritz Carlton Residences at L.A. LIVE — all in one tower), Club Nokia L.A. LIVE, a 2,200 capacity live music venue, a 14-screen Regal Cineplex, "broadcast" facilities for ESPN along with entertainment, restaurant and office space. L.A. LIVE will also be the region's most in-demand and busiest hospitality location featuring 260,480 square foot of conference center and ballroom facilities, eight world-class restaurants including the ESPN Zone, The Farm of Beverly Hills, Fleming's Steak House and Wine Bar, Katsuya, The Yard House, Rosa Mexicano, Trader Vic's, Rock'N Fish and others, a 100,000 square foot special events deck, the famous Lucky Strike Bowling Lanes, the celebrity owned Conga Room, a one-of-a-kind GRAMMY Museum, saluting the history of music and the genre's best known awards show all centered around NOKIA Plaza L.A. LIVE, a 40,000-square-foot outdoor event space. For more information on L.A. LIVE, please visit www.lalive.com.

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