



FOR IMMEDIATE RELEASE

THE GRAMMY MUSEUMSM OFFICIALLY OPENS ITS DOORS TO THE PUBLIC ON DEC. 6, 2008 IN LOS ANGELES

30,000 Square-Foot "21st Century" Music Museum – Part of AEG's L.A. LIVE Entertainment District – Opens With Slate of Grand Opening Activities

LOS ANGELES (Dec. 1, 2008) – The GRAMMY MuseumSM will celebrate its grand opening with a slate of activities Dec. 3 – 6, 2008, it was announced today. 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. The grand opening of The GRAMMY Museum will also mark the culmination of the milestone 50th Celebration of The Recording Academy[®] and the GRAMMY Awards. It was also announced today that American Express will serve as premiere partner of The GRAMMY Museum, furthering an ongoing commitment to music education, the creative process, and the cultural arts.

Grand Opening festivities will kick off with "The GRAMMY Nominations Concert Live!! – Countdown to Music's Biggest Night," a live CBS special and fundraising concert at NOKIA Theatre L.A. LIVE on Wednesday, Dec. 3, and culminates in an official ribbon cutting ceremony featuring Los Angeles Mayor Antonio Villaraigosa, AEG CEO Tim Leiweke, President/CEO of The Recording Academy Neil Portnow, Chair of The Recording Academy Jimmy Jam, and others on Friday, Dec. 5. Following the ribbon cutting, local school children will be the Museum's first visitors, led through the Museum's exhibits and educational programs by celebrity docents. Live music on NOKIA Plaza and the premiere of the GRAMMY Walk of Fame also will take place before the Museum opens to the public on Saturday, Dec. 6.

"Through the lens of the GRAMMY Awards, The GRAMMY Museum tells the story of making music in a new and exciting way," said GRAMMY Museum Executive Director Robert Santelli. "Our exhibits and programs explore the process of music making – from songwriting to recording – while celebrating the interconnected histories of all genres of music. And we present this in a very contemporary way through interactive and multimedia technology, across style and era."

With four floors of interactive and stimulating exhibit space, The GRAMMY Museum experience is celebratory, inspirational and educational. From the lobby, elevators take guests directly to the fourth floor where the Museum tour begins. A tunnel of bold graphics and powerful GRAMMY music 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.

(more)



FEEL THE POWER OF MUSIC

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The second floor houses the 200-seat GRAMMY Sound Stage and will feature an exclusive film capturing the backstage world of the 50th Annual GRAMMY Awards. Also home to the Museum's Special Exhibits Gallery, the second floor will feature original temporary exhibits 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 American 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.

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.

American Express' premiere partnership with The GRAMMY Museum continues the company's longstanding relationship with AEG and ongoing commitment to music education, the creative process, and the cultural arts. Through the Museum partnership, American Express® Cardmembers can have access to industry events, private concerts, and special programs with top musicians. The extraordinary music experiences throughout the year will provide up-close and multifaceted insights into the music industry and music legends. Proceeds from The GRAMMY Museum event ticket sales will be directed to The GRAMMY Museum Foundation.

General Information: The GRAMMY Museum is located within L.A. LIVE at 800 West Olympic Boulevard, Suite A245, Los Angeles, CA, 90015. The Museum, adjacent to STAPLES Center, is open seven days a week from 10 a.m. to 6 p.m. Museum admission is \$14.95 for adults; \$11.95 for senior citizens (65+); \$10.95 for youth (6-17); and free for members and children under 5. For more information about The GRAMMY Museum and its programs, call 213.765.6800 or visit www.grammymuseum.org.

Membership: At last there's a place in Los Angeles where all types of music lovers can come together and explore their passion. The support of music lovers will be essential in shaping the future of The GRAMMY Museum and music in Los Angeles. In this exciting year of firsts, Membership will be a backstage pass to a world of intimate performances, plus illuminating lectures, classes and events. In addition, your free subscription to the Members' e-zine *On The Record* will grant you an insider's view of the Museum's exhibits, programs and upcoming special events. For information on how to become a Member, please contact 213.765.6800 or membership@grammymuseum.org.

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