

MEDIA ALERT

**INTERNATIONAL SPY MUSEUM
WELCOMES 5 MILLIONTH VISITOR!**



Washington, DC – The International Spy Museum (SPY) welcomed its 5 millionth visitor over the Labor Day weekend. Since its opening in July 2002, the Museum has helped to shape the vibrant new face of downtown DC. The Museum continues to be a cornerstone in the Penn Quarter redevelopment and a must-see for Washingtonians and visitors worldwide.

Loud cheers erupted and SPY balloons filled the lobby as the Stoner family from Owings Mills, Maryland was announced as the Museum's 5 millionth visitors. The family received an annual SPY membership that provides them with unlimited, immediate entry into the Museum's permanent exhibit as well as discounts to the SPY store and Museum programs. This was not the first visit for the family. "Every time we have friends or family to visit the area we take them to the Spy Museum. This is our 4th visit!" stated Mr. Ron Stoner. "This time we have an exchange student with us from Spain."

The Museum arrived at the 5 million mark after only seven years of operation, far exceeding initial projections of just 500,000 guests annually. Museum officials view this as a great success in a town where competition is fierce with over 100 museums in the greater DC metropolitan area, most offering free admission. Its engaging interactive exhibits, the rich atmosphere provided by state-of-the-art immersive environments and the compelling personal stories of real spies have made the SPY a must-see destination.

"The Museum's tremendous success speaks volumes. Its one-of-a-kind content and operational structure have delighted visitors since opening. Our flexibility and responsiveness to technological change have allowed us to message beyond the walls of the Museum Complex in recent ventures like Spy in the City," said Karen Corbin, Chief Operating Officer of the Museum. "As a private organization, SPY has reinvented

International Spy Museum

the museum experience – one we are excited to build upon as we take the brand in exciting new directions to ensure a long life for this ground-breaking organization.”

The International Spy Museum

The International Spy Museum, the world’s only public institution dedicated to the world history of espionage, features the largest permanent collection of spy-related artifacts on public display. Through interactive exhibits, film and hands-on components, the Museum traces the evolution of espionage through the stories of individual men and women who practiced the profession, providing context for guests to interpret the role intelligence plays in current events.

The International Spy Museum is located at 800 F Street, NW in Washington, DC. For information on hours of operation and exhibit features, visit www.spymuseum.org or phone 202.EYE.SPY.U (202.393.7798). Advance tickets are recommended and are available through Ticketmaster at 800.551.SEAT, online at www.ticketmaster.com and at all Ticketmaster locations.

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