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For Immediate Release

SPORTS MUSEUM OF AMERICA TO OPEN MAY 7 IN NEW YORK CITY

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***Nation's First Museum Dedicated To All Sports Is The New Home of the Heisman Trophy,
First Women's Sports Hall of Fame And Much More***

(New York, NY) – The Sports Museum of America (SmA), www.sportsmuseum.com, the nation's first and only interactive, multi-media all sports museum experience, is set to open in New York City May 7, 2008. As the first museum to pay tribute to the history and excitement of all sports, SmA has partnered with more than 60 single sports Halls of Fame, national governing bodies and other top athletic organizations, to showcase inspiring exhibits, memorabilia, stories and heroes that resonate with fans of all ages. In addition to hosting the first women's sports hall of fame, SmA will also be the new permanent home of the Billie Jean King International Women's Sports Center and the legendary Heisman Trophy and annual presentation.

Located at 26 Broadway, in the heart of Lower Manhattan and at the corner of Broadway and Beaver Streets, SmA will be steps away from the Statue of Liberty and Ellis Island ferries, Wall Street, South Street Seaport and the 9/11 memorial currently underway. Tickets to the Sports Museum of America will go on sale to the general public on Friday, April 4.

“The Sports Museum of America will, for the first time, offer visitors one destination where they can come to experience the feeling of triumph at the core of all great athletes and all sports,” said Philip Schwab, the museum's Founder & CEO. “With the tremendous support of our partners in top professional athletic organizations and the generosity of some of the nation's greatest and most legendary athletes, we'll be able to share their stories, and through them, showcase the excitement, grandeur and significance of sports in American culture.”

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Partners include the USA Football and the Pro Football Hall of Fame, NASCAR, USA Basketball and the Naismith Memorial Basketball Hall of Fame, the NCAA Hall of Champions, USA Hockey, the Hockey Hall of Fame, the Women's Sports Foundation, the Negro Leagues Baseball Museum, the Yogi Berra Museum & Learning Center, U.S. National Ski and Snowboard Hall of Fame and Museum, USA Track & Field, the National Track and Field Hall of Fame and more.

SmA has also tapped some of the most decorated, iconic sports stars in America for its Honorary Board of Trustees. Founding members of the Board include 7-time NBA All-Star Jason Kidd, Heisman Trophy winner Doug Flutie, Olympic Hall of Famer Mary Lou Retton, former World Heavyweight Boxing Champion Joe Frazier, racing legend Mario Andretti, tennis great Martina Navratilova and Basketball Hall of Famer Julius "Dr. J" Erving.

Some of these athletes have donated memorabilia of great significance to the Museum so visitors can personally connect to the lives and history of their favorite sports legends.

"SmA is a great sports concept bursting to life in the world's most exciting city. As a former New Yorker there's a real emotional connection for me, and I can't think of a better place for it to be a great success," said Bob Cousy, Basketball Hall of Famer and SmA Honorary Board Member.

Added Jennie Finch, 2004 Olympic Gold Medalist, "It is truly an honor for the USA Softball team, and the sport of softball itself, to be celebrated within the Sports Museum of America. My dreams became a reality in Athens, and hopefully the Museum will keep the Olympic dream alive in some, and inspire young girls to simply participate in sports."

Museum visitors will have access to an array of personal mementos, including:

- The #48 car driven by Jimmie Johnson in 2006, the year he earned NASCAR's top title as the NEXTEL Cup Champion.
- Jesse Owens's diary that he kept during the 1936 Olympics and his invitation to have lunch with the Queen of England.
- The U.S. flag that goalie Jim Craig wore after the U.S. Hockey Team upset the heavily favored Russian rivals in the Miracle on Ice during the 1980 Winter Olympics.

"It's not always the actual sport that takes center field. Sometimes it's the athlete's journey that provides a greater reward, and that's why these legends are celebrated," said Sameer Ahuja, SmA's Co-Founder & COO/CFO.

Through cutting-edge interactive exhibits, SmA will use the latest technology to put visitors “in” the game.

- As visitors make their way into the Museum’s hockey exhibit, “Intensity on Ice,” they step right into the goal, put their face inside the interactive goalie masks and experience “A Goalie’s Eye View.” They will feel the pressure as the clock is counting down, and the hockey puck comes hurtling toward their mask at blinding speeds.
- In the Fan Culture gallery, guests can test their skills against broadcasting legends when they broadcast a play-by-play from the famed *Shot Heard ‘Round the World*, or other key moments in sports history in the Broadcaster’s Booth.
- In “Auto Racing: The Need For Speed,” visitors strap themselves in the driver’s seat as great moments of the Daytona 500 speed by.

SmA is the only multi-media museum experience dedicated to the celebration of all sports. In addition to the memorabilia and state-of-the-art digital interactives, there will be 19 original signature films within a number of the exhibits:

- “The Pit Crew Video: The Race Within The Race,” showcases the tension and teamwork as a pit crew performs during a race.
- “Intensity of the Game” features basketball highlights while artfully showcasing the grace of the game.
- From quarterbacks to linebackers to placekickers, “Pros on the Field” takes a look at how Lawrence Taylor, Sammy Baugh, Jerry Rice, Jim Brown and others changed the style of play for their respective positions as well as the players who followed in their footsteps.

“America has always been a nation of fans, and we are confident the Sports Museum of America is going to be the must-visit destination for them,” said John Urban, SmA’s President & General Manager. “That’s why there is something for everyone here. We want our guests to touch, explore, listen and take more than one ‘Wow! I didn’t know that’ moment away with them.”

In addition to the exhibits that highlight individual sports, SmA also boasts themed sections including:

- Dare to Dream: “Dreaming Big”
Dare to Dream is an engaging display featuring professional athletes as children before they realized their athletic dreams. Expressed through film, artifacts and images recovered from their parents attic, such as Derek Jeter’s Little League uniform or Jeff Gordon’s first racing trophy, this gallery reminds anyone who has ever played a sport of how they once imagined themselves as the star in a championship season.

- “Olympics: When The World Comes Together”
From the “The Miracle On Ice” to Jesse Owens’s “Triumph for the Ages,” the Olympic exhibit tells the stories of America’s greatest athletes and teams throughout history. In addition to Olympic Gold Medal winner Sarah Hughes, Olympic wonder Michael Phelps, the “First Lady of Sport,” Jackie Joyner-Kersey, and dozens of others, the display also features two interactive databases that visitors can access and explore. The *Record Shatterers* and *Heavy Medal* interactive recognizes those athletes who have excelled at their sport, and, as a result, have taken home the most Olympic medals. While the *Innovators* database displays those athletes who have introduced something new to the game, and *Heart Breaks* explores the side of the game no one wants to be on – when despite your best efforts, all does not go as hoped.
- “Barrier Breakers”
Sport is often the arena of important progressive social change. This area highlights the amazing tales of six athletes who all overcame adversities such as immigrant status, gender discrimination and prejudice, to become the best in their respective sports. Fans will appreciate the cultural significance of Indianapolis Colts head coach Tony Dungy talking about Fritz Pollard, the first African-American coach in the NFL and the impact he had on the future of football, among dozens of similar interviews.
- “SportsNation: Where Everybody Plays”
Recognizing that 45 million Americans bowl at least twice a year, 43 million fish at least as often, 11 million play volleyball, seven million pitch horseshoes, and 14 million play softball, this gallery pays homage to “weekend warrior” sports. Along with areas dedicated to cycling, horse racing, boxing, extreme-games, lacrosse and running, and decorated with memorabilia from across the country, this gallery also features four interactive databases for fans to share their dizzying love of the sports they play.

The Sports Museum of America will be the permanent home of one of sports most revered honors – the Heisman Trophy and annual presentation – as well the Billie Jean King International Women's Sports Center, which includes the first and only hall of fame dedicated to the athletes and pioneers in women’s sports.

The Heisman Trophy is one of the most recognized trophies in all of sports. Since the events of 9/11, the Heisman has been presented in various midtown Manhattan locations, but will take permanent residence in Sma’s Heisman Gallery. The Gallery will present the history of the award, define the attributes that make a Heisman winner, and pay tribute to all Heisman winners past and present. At the center of the gallery, visitors will be able to touch and take a picture with the original Heisman Trophy, and can cast their votes for the next Heisman winner, who will be awarded the trophy each December at the Sports Museum of America.

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The Billie Jean King International Women's Sports Center, home to the Women's Sports Foundation International Women's Sports Hall of Fame, will offer interactive exhibits and educational databases highlighting female accomplishments in sports and their impact on the story of sports in America. Several high-profile pieces of memorabilia are featured, including Billie Jean King's racquet from her 1975 Wimbledon title, a scrapbook of fan letters she received prior to her battle-of-the-sexes match against Bobby Riggs, and her iconic blue and white tennis shoes.

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 will also be 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 (next to the "Charging Bull" and footsteps from the Statue of Liberty Ferry), the Sports Museum of America will open in May 2008. www.sportsmuseum.com

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