

GAME OF THRONES®

THE EXHIBITION

NEWS RELEASE

For Immediate Release

THE EXHIBITION IS RETURNING WITH ALL-NEW INSTALLATIONS!

GAME OF THRONES® • THE EXHIBITION • EXTENDS GLOBAL REACH IN 2014

Free to the Public, the HBO® Exhibit Will Visit Mexico City, Austin, Rio de Janeiro,
Oslo, Toronto, Belfast and Vancouver

New York, N.Y., January 21, 2014 – Following the great success of HBO's first of its kind *Game of Thrones* international exhibition that traveled to five cities in 2013, HBO is extending its global reach by visiting Mexico City, Mexico; Austin, Texas at South by Southwest® (SXSW®); Rio de Janeiro, Brazil; Oslo, Norway; Toronto, Canada; Belfast, Northern Ireland and Vancouver, Canada in 2014. The exhibition will also be featured as a part of Time Warner Cable Studios in New York City. Specifically created to bring the enchanted world of Westeros and its characters directly to fans, the traveling exhibit is presented by HBO and international partners.

The 2014 exhibition will feature all-new installations and offer a fresh perspective on the show, focusing on key places and characters/relationships from the series.

Free of charge, the fully immersive exhibition will transport fans into the medieval world of the show via a collection of nearly 100 original artifacts from pivotal scenes in seasons 1, 2 and 3, plus select pieces from the fourth season premiering in 2014.

Among the artifacts that will be showcased are costumes, props, armor and weapons created by artisans whose extraordinary craftsmanship has lent authenticity to the show since its inception including: a magnificent costume display featuring cloaks, dresses and armor; iconic artifacts such as model dragons and eggs; weaponry comprising of crossbows, daggers, spears, hatchets and swords; crowns and headdresses; jewelry; books, letters and maps; House banners; storyboards and much more.

The exhibition will also offer fans an all-new, immersive interactive experience that will place them within the world of Westeros, and a photo opportunity on the coveted Iron Throne. In addition, the exhibit will display an assortment of official *Game of Thrones* licensed collectable merchandise from the HBO Shop®.

Game of Thrones is an epic series whose storylines of treachery and nobility, family and honor, ambition and love, and death and survival, has captured the imagination of fans globally and made it one of the most popular shows on television.

The tour dates for the *Game of Thrones*• The Exhibition• are as follows:

New York City, New York (in partnership with Time Warner Cable, located at Time Warner Cable Studios)

*Open exclusively to Time Warner Cable customers

January 27–February 1

Time Warner Cable Studios

440 W 14th Street

New York, NY 10014

Visit www.twcstudios.com for more information

Mexico City, Mexico (in partnership with HBO Latin America)

February 15–19

Venue and ticket information will be available starting February at www.hbomax.TV/gotexhibitmex

Austin, Texas at SXSW®

March 7–11

Austin Music Hall

208 Nueces Street

Austin, Texas 78701

Visit www.GOTExhibit.com for more information

Rio de Janeiro, Brazil (in partnership with HBO Latin America)

April 5–9

Venue to be announced

Visit www.facebook.com/GameofThronesBR for more information

Oslo, Norway (in partnership with HBO Nordic)

April 26–30

Venue to be announced

Visit www.hbonordic.com for more information

Toronto, Canada (in partnership with Bell Media/HBO Canada)

May 14–18

Tiff Bell Lightbox

350 King Street West

Toronto, ON M5V 3X5

Visit www.themovienetwork.ca/GOTExhibit for more information

Belfast, Northern Ireland (in partnership with Northern Ireland Screen and Northern Ireland Tourist Board)

Dates and venue to be announced

Visit www.GOTExhibitionbelfast.com for more information

Vancouver, Canada (presented as a free attraction at the 2014 Fair at the Pacific National Exhibition/PNE)

*There is a fair admission fee to enter the PNE
August 16–September 1 (closed August 18 and 25)
PNE Fairgrounds
2901 East Hastings Street
Vancouver, BC
Visit www.pne.ca for more information

For continued updates and details on the exhibition, visit www.GOTExhibit.com. The official hashtag is #GOTExhibit.

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