

Press Release

Star Trek™: The Exhibition – The Final Frontier Lands in Indonesia

Panorama Live! Presents Star Trek™: The Exhibition – The Final Frontier (edutainment – recreation – experience) Featuring The Largest Collection of Authentic Star Trek Sets, Props and Costumes in Jakarta opens 31 May 2014

Jakarta, May 21th, 2014 – Immerse into the universe with Star Trek! Visitors can purchase tickets now for the chance to step inside the expansive exhibit of *Star Trek™: the Exhibition – The Final Frontier*, locally presented by Panorama Live – the live entertainment business unit subsidiary of one of the business pillars under Panorama Group, namely Panorama Media.

Star Trek™: The Exhibition – The Final Frontier, A Truly Impressive Array of Exhibition which will run for a period of one-half-months, will take you through the bridge of the Starship Enterprise and feature a display of original costumes, masks and ship models. You will see firsthand the imagination, artistry, technology and meticulous craftsmanship that have made Star Trek the most enduring science fiction franchise in history. There will be multiple photo opportunities including Captain Kirk's Chair, the Transporter Room or a picture with your favorite character in front of a green screen.

Rama Tirtawisata, Group Managing Director of Panorama Group said *"It was interesting to note that many inventions such as hand phones were inspired by fictional gadgets on Star Trek™."* *"The hand phone is based on the communicator in the show whereas tablets were inspired by Star Trek's personal access display device or PAD"* *"This exhibition show is both educational and entertaining, provides a unique experience for Indonesian families - Through this experience we hope that the visitors, especially the younger visitors and youth, will be inspired and motivated to seek out more education, and perhaps ignite a passion for lifelong learning and careers in science and technology"*. He said.

The exhibition is divided into topic galleries emphasizing themes of science that the creators of Star Trek explored on screen. The Exhibit show will also feature a Star Trek™ store with all types of memorabilia to begin or add to your collection, and when you need to take a break, enjoy a meal at the comfort of Quark's Lounge, check out the Vulcan Alley interactive games arcade, or join the festive theme-weekend entertainment at Klingon Park. It's fun for the whole family!

Esther Maulana, General Manager Panorama Live said, *"This year marks the first project of Panorama Live as Star Trek™: The Exhibition will be brought in from US. The exhibit tours major cultural and entertainment venues, museums and institutions in the U.S. and internationally. This expansive exhibit show in Jakarta has a footprint of more than 3,500 sq metres. The exhibit has previously been shown in Vancouver-Canada, Louisville, Kentucky, Orlando, Florida, Detroit, Michigan, Long Beach, San Diego and Hollywood-California, Kuala Lumpur and Taiwan."* She said.

Star Trek™: The Exhibition – The Final Frontier (edutainment – recreation – experience) is the largest

travelling collection of Authentic *Star Trek™* artifacts and will be open seven days a week. Savings for groups of 10 or more are available with advanced reservation, call +62812 123 14000. For more info, visit www.PanoramaLiveIntl.com, Panorama Live Head Office, call +6221 2556 5000 or visit *Star Trek™: The Exhibition*—Jakarta box office: Panorama Tours Outlets, call +6221 2556 5151 or online at www.kiostix.com. Follow PanoramaLiveIntl on Facebook and @Panorama_Live at Twitter for up-to-date information.

SUMMARY

WHAT: Star Trek™: The Exhibition – The Final Frontier (*edutainment – recreation – experience*)

WHEN: May 31 – July 13, 2014 Opening Hours: 10 a.m. to 9 p.m. daily

WHERE: Gandaria City Ground External – Exit to Mainstreet GF Lobby (Jalan Sultan Iskandar Muda 5/8), Jakarta Selatan, DKI Jakarta

TICKETS: On sale beginning May 12, 2014, online at www.kiostix.com or Panorama Tours Outlets, call (+6221 2556 5151). Tickets may also be purchased on-site during regular opening hours.

PUBLISHED RATE (NON GROUP)	
WEEKDAY (MON-FRI)	
Toddlers (3- 5 years)	-
Children (6 - 12 years)	125,000
Adult	175,000
Family (2 adults + 2 children)	480,000
WEEKEND/PUBLIC HOLIDAY (SAT-SUN)	
Toddlers (3- 5 years)	50,000
Children (6 - 12 years)	175,000
Adult	225,000
Family (2 adults + 2 children)	640,000

FACTS & FIGURES

- Original props and costumes
- Star Trek evolution
- Original screenplays
- Original poster art collection
- Original miniatures & enjoy a bite in Quark's Bar!
- Original and operational set & shop in *Star Trek™* Merchandise store!
- Original concept art and story boards
- Over 5 million visitors
- Toured in Europe, United States, Canada

Star Trek™: The Exhibition is produced by EMS Exhibits, Inc., and licensed from CBS Consumer Products.

About Panorama Live

Panorama Live is the live entertainment business unit under Panorama Group, a foremost business corporation in Indonesia. Panorama Live compiled within media pillar in Panorama Group that focusing in 3 business sectors: exhibitions, events and publications. With its extensive experience and growing relentlessly from milestone to

milestone for more than 40 years, Panorama Group is well-known as an integrated group of companies that oversees 52 brands focusing in three main business sectors: tourism, transportation and hospitality. *Star Trek™: the Exhibition*, marks as the first project of Panorama Live, which will be held in Gandaria City Ground External, Jakarta May 31st – July 13th, 2014.

For more information, visit <http://www.panoramaliveintl.com>

About EMS Entertainment

EMS Holdings Pte Ltd “EMS Entertainment” “EMS”, is one of the leading entertainment exhibitors in the world and a multi-award winning producer of interactive exhibitions; developing, building and promoting themed blockbuster exhibits which tour internationally and attract several million visitors every year. Started in 1993, EMS Entertainment has built a portfolio of highly acclaimed exhibits such as CSI: The Experience, Dinosaurs – Live!, 1000 Years of Inca Gold, Terracotta Army, Leonardo Da Vinci: Man | Artist | Genius, Leonardo Da Vinci: Man | Inventor | Genius, and World of Games. In 2011 the group has an estimated 4,500 open days with 20 travelling exhibitions on 4 continents, as well as a series of live shows. The group has, in 2012, acquired and owns the exclusive rights to Star Trek: The Exhibition from CBS Consumer Products Inc. and Barbie: The Dream house Experience from Mattel Inc. The group expects to welcome their 10,000,000th visitor this year.

EMS Entertainment that is operated by EMS Holdings Pte Ltd is 67% owned by the Asia sons Group via its Dragon rider Opportunity Fund II L.P.

For more information, log on to www.ems-entertainment.com.

About CBS Consumer Products

CBS Consumer Products, a unit of CBS Entertainment, manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS, CBS Television Studios and CBS Television Distribution, as well as from the company’s extensive library of titles. Additionally, the group oversees the CBS Retail Store and online sales of programming merchandise.

For more information, visit <http://www.CBS.com>

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